

KEY TAKEAWAYS: LEADERSHIP AND BUSINESS RESILIENCE

Responding to Events Outside our Control

- Sometimes we cannot control the events around us, but we do have the ability to choose our response.
- It is our response which will ultimately determine our future success and differentiation in the marketplace.

Building Business Resilience is critical

- Business Resilience Planning is focused on developing business leadership, people and systems / processes to create the capacity for a business organisation to anticipate and react to change, not only to survive, but also to evolve as a commercially sustainable business.
- Thus we would suggest best practice involving determining resilience planning strategies for businesses operating in the tourism and hospitality sector, to cover survival, recovery and agility strategies, to endeavor to adapt to, and overcome future challenges as they arise, to ultimately to exploit opportunities.

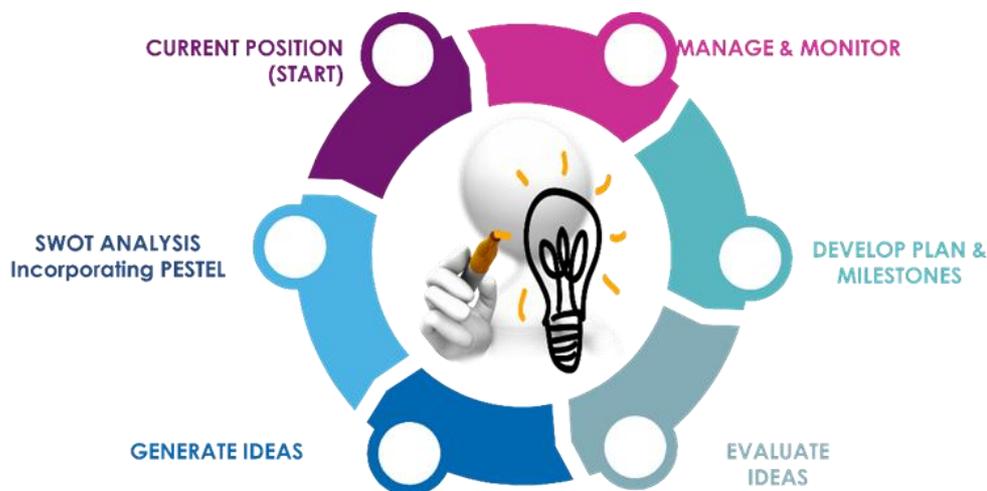
Leadership 101

- Leadership is all about having the ability to influence.
- The most important thing is Purpose – that is, the WHY?
- Without a vision, you can't get high performance on a consistent basis.
- The business Values, Culture and DNA are pivotal and cultivate performance.
- The quality of leadership, more than any other factor, determines the success or failure of an organisation. Leadership is not about position or hierarchy, but is about attitude, definite characteristics and behaviors such as vision, passion, culture, people skills, resilience, team building and inspiring others. It is appropriate for real leaders to stand-up and deliver.
- Avoid complacency - past success does not guarantee your future success.
- The principle remains leadership first, then management.

Trust is Key

- The world renowned Edelman Trust Barometer recently reported that across the four pillars of civil society: business, government, NGOs and media, trust has declined, driven by a year of unprecedented disaster and turbulence. This has been principally caused by: the Covid-19 pandemic and its mismanagement, the economic crisis, global outcry over systemic racism, and political instability. The result has been a failing trust ecosystem.
- In a reversal from previous years, business has become the most trusted of the four pillars and has been handed a mandate by the mass public to rebuild trust and chart a new path forward.
- Addressing these challenges – rebuilding the world’s economy, our health and safety, climate, and human relationships – requires a renewed commitment to trust, and recognition that trust is the foundation for stakeholder capitalism.

Steps in developing a business strategy



Managing Change

- Change is difficult to implement as people, by their nature, are often resistant to change and will impede new ways of doing things.
- To succeed the underlying culture of the business / organisation must be responsive to change.
- Culture is central to behavior and is a key determinant in the performance of an organisation, and its ability to achieve its objectives.

Hope and Confidence is Important

- For recovery growth to take hold, confidence must replace fear and we must convert natural anxiety into a passion to deliver positive results.
- We must approach the future with great hope and confidence in our own ability and the ability of our business to offer best practice, because the fittest will survive and evolve much stronger from our current difficulties.
- Resilience Business Framework is like Riding a Bicycle - We have got to keep pedaling, because if we stop, we will fall off. Thus we must keep moving forward and never be complacent with people, talent management and processes. Retain a constant state of nervousness and focus on Relevance, Sustainability and Trust.

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