

# THE COVID-19 BUSINESS LEADERS HANDBOOK

A **Sesan Kareem** Resource for Public Consumption

**Useful Information For Business Leaders During This COVID-19 Crisis**

“The greater danger for most of us lies not in setting our aim too high and falling short, but in setting our aim too low and achieving our mark.”

**Michelangelo**

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# A Message From Sesan Kareem



Dear Reader,

Running or leading a business requires a lot of will, grit and gut especially during this global economies crises caused by COVID-19.

Always have this at the back of your mind, adversity often leads to opportunities for winners. Winston Churchill sums it up, “if you are going through hell, keep going.”

The world had overcome great setbacks in the past. We shall overcome this too.

This crisis will create new opportunities for entrepreneurs and business leaders who can think and act with faith, creativity and zeal.

I have scribed in this handbook truths to remind you about the fundamentals, ignite your hope, accelerate your recovery, strengthen your faith, unleash your creative genius, energize your team and rekindle your business for performance and profitability

Stay Positive. And Go to Work

## Sesan Kareem

**Entrepreneur + Performance Coach**

# This Too Shall Pass

The business world is presently filled with uncertainty. The global economy is at its lowest ebb. Millions of businesses are fighting for survival. The impact is felt in wall street and broad street. Many industries are affected. However, despite the uncertainties we face as business leaders, there are some certainties. It is a fact that the present global crisis will become a thing of the past. It is also a fact that some businesses will survive this tough period, others wouldn't. In addition, few businesses will come out of this crisis stronger; coming up with innovative ideas in production and marketing to dominate their market. These few businesses would be as a result of business leaders who minimize the challenges of this crisis, and maximize the opportunities it brings because they have developed the habits of incredibly successful business leaders which have equipped them to weather any storm.

# Key Takeaways

- 1. Successful business leaders have developed certain habits that distinguished them from the rest of the pack. These habits can be learned, developed and mastered.*
- 2. Business is quite uncertain right now but business leaders who are visionaries, disciplined, lifetime learners, hunter for human excellence, great team players, systems and processes builders who are hungry for new success can create their own certainty.*
- 3. Becoming an incredibly successful business leader during this global crisis requires the right attitude. In addition, displaying good habits will guarantee you success in the short and long term.*

# TRUTH TO REMEMBER

*If you are in business, you are a **gladiator**. You must always be on top of your game because we are in a volatile, unpredictable, chaotic and ambiguous (VUCA) business world where things change with a speed of light and what works yesterday may not necessary get us result today. Therefore, the choke cord to your business success is **you**. My “**Thriving In VUCA business World**” presentation will help your team be on top of their game during this global crisis.*

Below are **7 habits** of  
incredibly successful  
business leaders in the  
world and how you can  
develop these habits  
during this global crisis



## *Habit 1: Visionaries*

Successful business leaders think big and are interested in solving problems to thousands of people if not millions of people. They have a road map of where they want their business to be in the next **5, 10** or **20** years. They set SMART goals that is challenging but achievable. Regardless of the crisis around them, they never give up on their vision.

# *7 Tips to Develop Habit 1*

- ✓ Think Big.
- ✓ Be **positive** during this global crisis.
- ✓ Set **Smart** goals.
- ✓ Add most **value** to most people.
- ✓ **Re-strategize** to have a clear road map.
- ✓ Communicate your vision to your **team**.
- ✓ Work hard every day to turn your **vision** into reality

## ***Habit 2: Lifetime Learners***

Highly successful entrepreneurs and business managers have growth mind-set. They are open to new information, new insights, and new ideas that will help them to make informed business decisions and choices so that they can fast track their success in their entrepreneurial journey. Therefore, they keep finding ways to improve themselves and their team members. What books, seminars, mentor, coach or program do you need right now to study and APPLY to make informed business decisions during this global crisis.

## *7 Tips to Develop Habit 2*

- ✓ Invest in your personal **growth** on a daily basis.
- ✓ **Study** business books.
- ✓ Subscribe to relevant business **journals**.
- ✓ Listen to **audio** messages in your car.
- ✓ Attend **relevant** online classes.
- ✓ **Schedule** mentorship session for yourself.
- ✓ Take **ACTION** on your learning

## *Habit 3: Hunter for Human Excellence*

Building a very successful business during this global crisis requires you working with the best people you can find. As a human capital development professional, I strongly believe that the greatest asset of a business is the people. Smart business leaders, like **Jeff Bezos, Strive Masiyiwa** and **Aliko Dangote** have reiterated this truth again and again

## *7 Tips to Develop Habit 3*

- ✓ Your **recruitment** process must be thorough.
- ✓ Hire the **best** hands to work for you.
- ✓ Have a robust **compensation** plan.
- ✓ Have plans for **learning** and development.
- ✓ Reward **performance**.
- ✓ Celebrate **excellence** and results.
- ✓ Develop organizational **culture** that will help great talents to flourish and excel.

## *Habit 4: Team Players*

Highly successful business leaders understand that team wins championship not individual talent. They develop and maintain an organizational culture where everyone in the team is carried along, no one is left behind. To survive and thrive in this global crisis everyone in your team must have a sense of belonging and responsibility to contribute their quota to the growth of the organization.

## *7 Tips to Develop Habit 4*

- ✓ Be a great team **builder**.
- ✓ Develop a **culture** of mutual respect and accountability.
- ✓ Give room for constructive **criticism** at all levels of the organization.
- ✓ Operate **open** door policy.
- ✓ Promote **transparency**.
- ✓ Let everyone in your team knows that their **voice** matters and they are appreciated.
- ✓ Be a **leader** not a boss.



## *Habit 5: Build Systems & Processes*

Successful business leaders believe in efficiency of the system and effectiveness of the people. Therefore, they build necessary processes and systems to get things done quicker, better and cheaper. They don't just build system and processes, they also document them so that anyone can plug into the system, know what to do and achieve required results. This global crisis is an opportunity for you to build better systems and processes in your business.

## *7 Tips to Develop Habit 5*

- ✓ Simplify your business **procedure**.
- ✓ **Document** your processes.
- ✓ Have **Standard** Operating Procedures for each unit/task.
- ✓ Adopt best **practices**.
- ✓ Encourage **mentorship** among your team members.
- ✓ Keep **refining** your systems and processes.
- ✓ Build a **culture** where everyone in your team belief in systems and processes.

## *Habit 6: Discipline*

Thriving in this global crisis in business requires a high dose of personal discipline. Great entrepreneurs and business executives have developed the discipline to concentrate at work, be highly result-oriented, meet timeline and deadlines. They are known for honesty, probity and high standard. You must develop the discipline not to give excuses. Focus on results. You must lead by example.

## *7 Tips to Develop Habit 6*

- ✓ Create **time** on a daily basis to learn, stay fit and improve.
- ✓ Be updated in your **field** of endeavour.
- ✓ Be known for taking your business and career **serious**.
- ✓ Be **disciplined** with your time.
- ✓ **Focus** on the task in front of you.
- ✓ Avoid **productivity** killers.
- ✓ Be known for **excellence** and results.

## *Habit 7: Hungry for success*

Incredibly successful business owners and chief executives are hungry for more success in their business. They are hungry to solve more problems for more people, create more solutions to societal needs, build new products and services, break into new markets and new industries, and acquire new companies. Out of the 7 habits of incredibly successful business leaders, this habit of hunger for more success is the master key to achieve massive success during this global crisis.

## *7 Tips to Develop Habit 7*

- ✓ Be **hungry** for more success in your business.
- ✓ Create **better** solutions.
- ✓ Introduce new **innovative** products.
- ✓ Enter New **Markets**.
- ✓ **Acquire** new companies.
- ✓ Start a new **service** subsidiary.
- ✓ Keep **building** your business.

## *On a final note*

Regardless of the unpredictability of the current business world due to the COVID-19 global pandemic, you can survive and thrive during this global economic crisis if you are hungry for more success in your business, learn on a daily basis, hire the best, be crystal clear about your new direction and strategy, believe in yourself and your team members, be disciplined and build a formidable team, system and process.

# *Recommended Resources For Business Success During Uncertain Times*

## Blue Ocean Strategy

Renee Mauborgne and W. Chan Kim

## Built To Last: Successful Habits of Visionary Companies

James C. Collins and Jerry I. Porras

## In Search of Excellence

Robert H. Waterman Jr. and Tom Peters

## Personal Development – Living An Exceptional Life

Jim Rohn

## Thriving In VUCA business world

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