

# LEADERSHIP IN CHANGING TIMES

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European School  
Heads Association



**“Cowards die many times before  
their deaths; the valiant never  
taste of death but once.”**

**- William Shakespeare  
in Julius Caesar, Act II, Scene 2**



# THE MAN





# **THE METHOD**

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A photograph showing two individuals in tactical or law enforcement attire standing in the bed of a white pickup truck. They are positioned in a wooded area with trees displaying autumn foliage. The scene is dimly lit, suggesting dusk or dawn. The text 'THE MADNESS' is overlaid in large, white, bold, sans-serif capital letters, underlined, across the lower portion of the image.

# THE MADNESS

# The 3 P's of Crisis Readiness



## PREDICT

Always be on the lookout for potential crises, disruptions, etc.



## PREVENT

Actively work on preventing those risks you have control over.



## PREPARE

Develop and practice clear response plans. Keep them your back pocket.





## **PREDICT**

Always be on the lookout for potential crises, disruptions, etc.

- **Dedicate Time**
- **Involve Stakeholders**
- **Rank The Results**
- **Review & Adapt**

- **Act Fast**
- **Systemize**
- **Audit**
- **Share**



## **PREVENT**

Actively work  
on preventing  
those risks you  
have control  
over.



- **Make Decisions**
- **Practice or Plan**
- **Prepare Body & Mind**
- **Develop Relationships**



## **PREPARE**

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## PREDICT

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**I**teration

**C**ontext

**A**ction

**R**esult

**E**xample









**Leading Through Crisis Is Not  
About People Liking You,  
It Is About Doing What is Needed.**

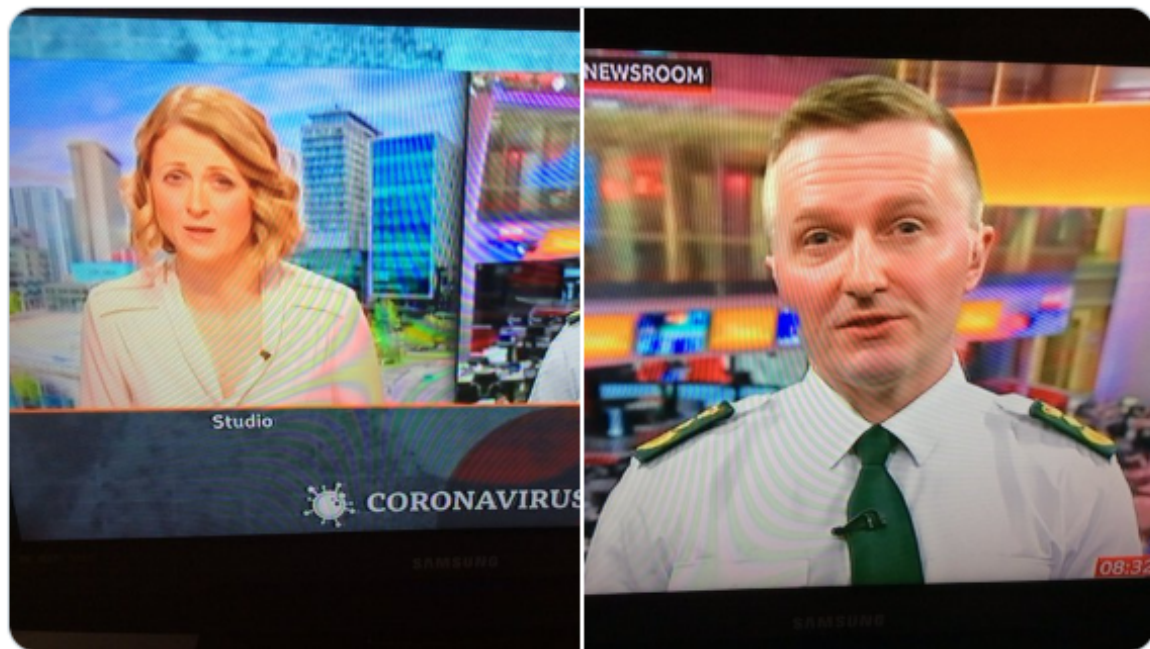
**“Better is a person of humble standing who nevertheless has a servant, than one who pretends to be somebody important yet has no food.”**

**- King Solomon  
Proverbs 12:9**



**Brendan Lloyd**  
@brendanWAST

Great interview with [@jasonkillens](#) , CEO [@WelshAmbulance](#) , on news this morning highlighting pressure on system, giving advice to members of public and promoting [#reachfortherazor](#) to support correct fitting of protective equipment for staff.



9:40 AM · Mar 13, 2020 · [Twitter for iPad](#)



[@welshAmbulance](#)

CEO [@jasonkillens](#) is encouraging others across [#TeamWAST](#) to [#ReachForTheRazor](#) to help stop the spread of [#COVID19](#). Facial hair can disrupt the effectiveness of personal protective equipment. It's really important to be clean shaven to protect yourself & those around you.



5:38 PM · Mar 12, 2020 · [Twitter Web App](#)





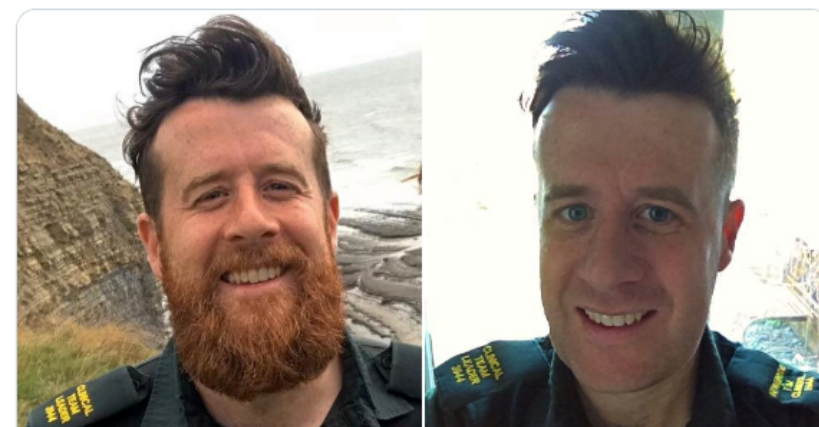
**Gary Miles**  
@adrenalineUK

So today was the day. Time to protect family, colleagues and patients. [#reachfortherazor](#) [#teamwast](#)  
[@WelshAmbulance](#) [@\\_LeeBrooks](#) [@jasonkillens](#)



[@WelshAmbulance](#)

After having spent 15 years growing a beard, Will did what had to be done and shaved it off to protect patients and colleagues. Don't worry Will, it'll grow back! Thank you!  
[#ReachForTheRazor](#) [#TeamWAST](#)



**Matthew Keeble-payne**  
@paynee71

Only been 20 years. [@WelshAmbulance](#)  
[#reachfortherazor](#)

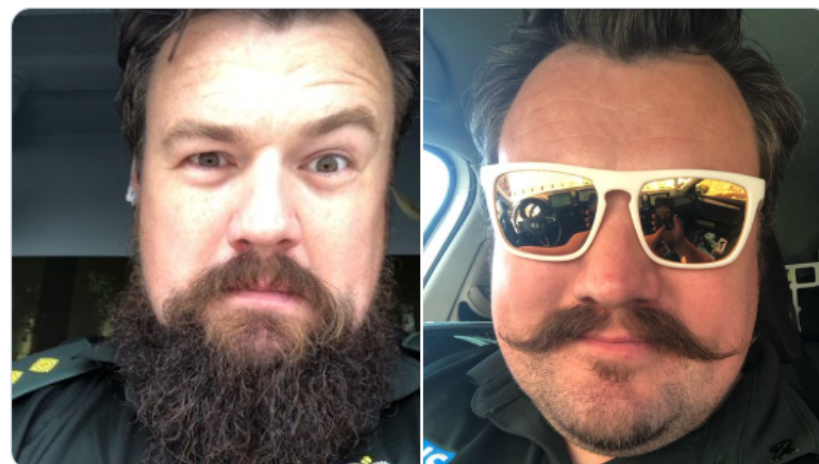


3:09 PM · Mar 15, 2020 · [Twitter for Android](#)



**James**  
@NWAmb\_motorbike

A bit late, but this occurred a fortnight ago... losing my face decoration. FFP3 compliant retractable moustache  
[#reachfortherazor](#) [#beard](#) off [#teamNWAS](#)



More and more colleagues are braving the shave to make sure their protective equipment properly fit on their faces, our male workforce is looking younger by the day!  
[#ReachForTheRazor](#) [#TeamWAST](#)



the effectiveness of protective equipment, but being clean shaven will ensure both staff and patients are protected and can help stop the spread of [#Covid19](#) so I encourage and challenge every staff to  
[#ReachForTheRazor](#) [#happywife](#)



3:01 PM · Mar 17, 2020 · [Twitter for Android](#)





CLEAN SHAVEN



STUBBLE



LONG STUBBLE



FULL BEARD



FRENCH FORK



DUCKTAIL



VERDI



GARIBALDI



SOUL PATCH



GOATEE

(Careful! Chin hair may easily cross the seal)



CHIN CURTAIN



EXTENDED GOATEE



CIRCLE BEARD



ANCHOR



BALBO

(Careful! Chin hair may easily cross the seal)



VAN DYKE



SIDE WHISKERS



MUTTON CHOPS



HULIHEE



HORSESHOE

(Careful not to cross the seal)



ZAPPA



WALRUS



PAINTER'S BRUSH



CHEVRON



**Chaos doesn't define you.**

**Your choices do.**



**/HelioVogas**



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