

A close-up photograph of a person's hands, wearing a red dress, carefully planting a small green seedling into dark brown soil. The person's face is partially visible in the upper left corner, looking down at the plant. The background is blurred, showing other people and a green structure.

Resilient Leadership at the post-Covid era: A pathway for recovery and thrive

WHITE PAPER BY DR. AYSE BASAK CINAR

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*Empowering leaders through proven
systematic 5-staged solution framework*

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INTRODUCTION

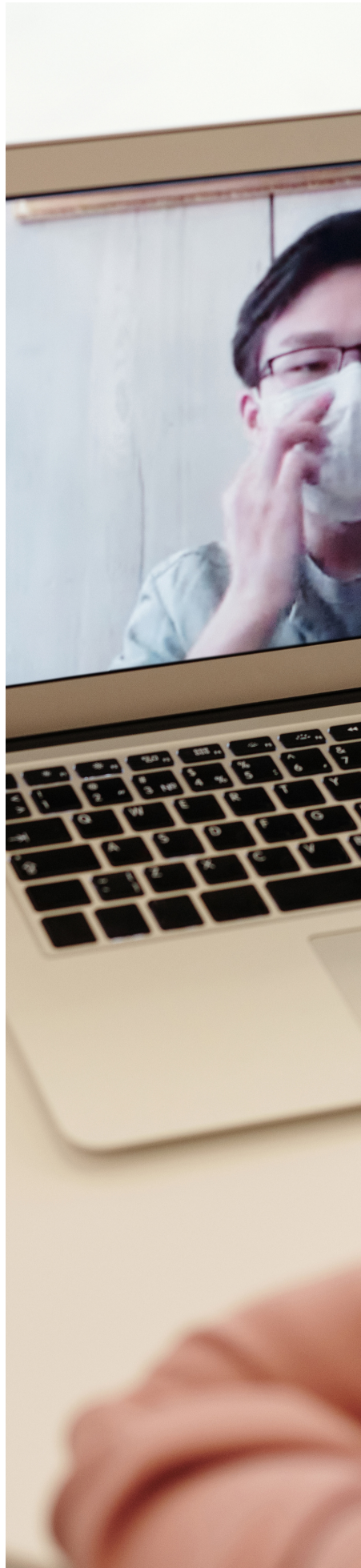
Almost all of us are familiar with science fiction movies, and many of us have said ‘Oh, no! How this could happen?’ However, few would have imagined we would be in a ‘science fiction movie’, in other words we would have never thought the way a global pandemic would create such a sudden and dramatic change to the way we work and live.

The latest research shows that more than 2,200 SMEs in five European countries—France, Germany, Italy, Spain and the United Kingdom—indicate just how hard their prosperity has been hit by the COVID-19 crisis. Some 70 percent said their revenues had declined as a result of the pandemic, with severe knock-on effects. Revenues have fallen for the vast majority of small and medium-size enterprises in Europe since the onset of the COVID-19 crisis. Revenues have fallen for the vast majority of small and medium-size enterprises in Europe since the onset of the COVID-19 crisis.

One of the striking figures is that approximately 4 out of 5 small and medium-size enterprises in Europe think the economy is weak. We already know economic growth for many countries are at minus due to Covid-19.

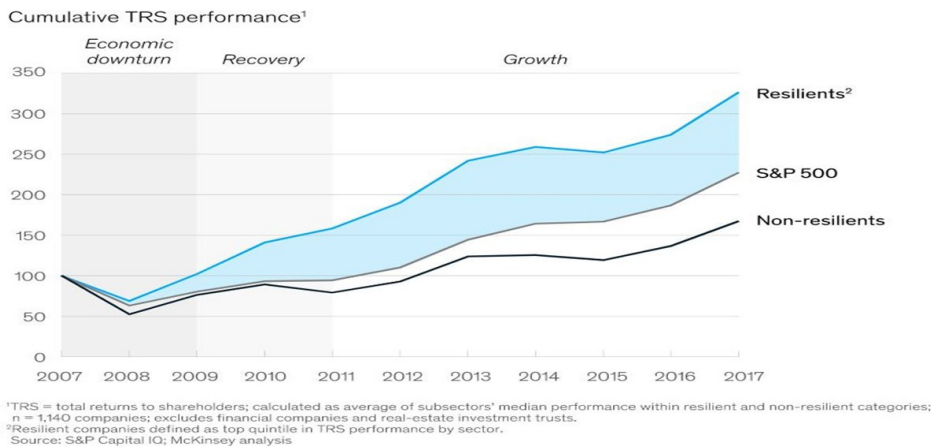
Many uncertainties, challenges, and complexities have emerged recently for business and they are almost for every SME across Europe.

So then, what are the solutions, fighting against the challenges or accepting the reality and strategically and quickly adapting to the changing environment and its new realities?



According to the research by McKinsey Company, resilient companies drove recovery much faster than others (Figure 1) By the time the depth of the recession came around, resilient companies compared that to the non-resilient, had an astounding 25-point higher EBITDA (earnings before interest, taxes, depreciation, and amortization) than non-resilients.

Resilient companies did better at the outset of the downturn and after.



McKinsey

Figure1

In the middle of this new crisis, there are lessons that can be applied for better recovery and thrive. Companies are in the different phases of dealing with this crisis, and the impacts vary by sector and geography. The research by well-known companies such as McKinsey, Deloitte, and the Gallup, show that there is an effective and sustainable way for recovery and thrive, regardless of the sector, organization's size, and the extend of the Covid-19's impact on the organization. That is **Resilience Leadership**. They address that **Resilient Leadership**, thereby resilient teams, will be the blueprint to distinguish successful business vs. non-successful business at the post-Covid era.



Resilient Leaders can
spot the `Black Swan` events

‘In everything they do during a crisis, resilient leaders express empathy and compassion for the human side of the upheaval’

Deloitte (2020)

We can define **resilient leadership** as a continuous balanced act between what to do and how to do, underpinned by certain behavioural traits and skills. Resilient leaders are defined first by certain qualities of who they are, and then by what they do during different time frames of the crisis (Deloitte 2020). **Resilient Leadership** is also a balanced act between present and future strategies through putting the mission and their people first. However, many businesses fall into the trap of short-term strategies for recovery, that leading getting stuck or falling down at the long term.



Resilient leadership is NOT a ‘one time journey’; it is a continuous transformation, having built the attitudes, beliefs, agility, and flexible structures into its organizational DNA to enable not only recovery but also long-term success.

So development of **Resilient Leadership** can be defined as 3 interrelated processes: Defining objectively ‘What to Do’, ‘How to Do’, and ‘Self-Management’. My **evidence-based 5-Staged Resilient Leadership Model** guides implementation of these three processes through 5 well-defined stages. These stages synergistically interact with each other and they are customizable to the needs and challenges of each business.

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Each stage of the Model has practical steps and tools to apply. For example, one of the tools I use at Stage 1:Self-awareness, is SWOT analysis with powerful questions.

Strengths	Weaknesses
Opportunities	Threats

STRENGTHS

- WHAT UNIQUE STRENGTHS AND TALENTS DO YOU HAVE?
- WHERE ARE YOU BETTER THAN YOUR COMPETITORS?

BOOSTER: HOW CAN YOU MAKE YOUR STRENGTHS EVEN STRONGER?

WEAKNESSES

- WHERE ARE OTHERS DOING BETTER THAN YOU?
- WHAT PROCESSES ARE MISSING?

BOOSTER: WHAT ACTION YOU WILL TAKE TO MITIGATE OR ELIMINATE YOUR WEAKNESSES?

OPPORTUNITIES

- WHICH STRENGTHS COULD YOU TURN INTO OPPORTUNITIES?
- WHAT ELSE COULD YOU DO FOR YOUR CUSTOMERS?
- WHAT JOINT VENTURE OR RELATED PRODUCTS AND SERVICES YOU COULD LOOK INTO?

BOOSTER:WHAT NEW AND PROFITABLE OPPORTUNITIES COULD BE CREATED FROM YOUR STRENGTHS?

THREATS

- WHAT OBSTACLES DO YOU HAVE COMING UP?
- HOW IS THE ECONOMY FOR YOU AND YOUR CUSTOMERS?

BOOSTER:WHAT SHOULD YOU AVOID AT ALL COSTS?



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**HOW TO BECOME A RESILIENT & SUCCESSFUL
LEADER AT THE POST-COVID ERA?**

NOT LAST BUT AT LEAST, I WILL BE SO HAPPY TO HEAR FROM YOU:

- WHAT MOST SURPRISED YOU FROM READING THIS WHITEPAPER?

- WHAT NEW GOALS AND ACTIONS DO YOU WANT TO SET FOR YOUR BUSINESS?

IF YOU HAVE ANY QUESTIONS, GIVE ME A CALL OR SEND ME AN EMAIL!

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AB CINAR- Short Biography

An internationally accredited coach (EQA Awarded, EMCC), and a trainer (DDO, MBA, PhD, DSci).

Proven record in the field of individual change management and leadership development, underpinned by evidence-based coaching, to have a profound impact on the way the

world does business for positive transformation locally and globally through creative training and research in collaboration with stakeholders (Universities,

Business Partners, NGOs, Research Institutions and the Governmental Departments).

Winner of the European Mentoring and Coaching Council International Coaching Award (2016), 100 Best Global

Coaching Leaders Award, 50 Outstanding Women in Healthcare Management–2016 for promoting positive change and well-being in society through an international “coaching” project via building the bridges between the society, business, academia, and the NGOs.

Currently she works as honorary consultant coach at the WHO Collaboration Center, University of Dundee to design and deliver projects, underpinned by coaching .

She also designs and delivers workshops on `Triad of Responsible Leadership-Corporate Social Responsibility-Coaching`, `Employee Health and Well-being`, `Stress Management`, and `Resilience and Agility Development in Organizations, in collaboration with diverse stakeholders such as Entrepreneurship Center of the University, the Governmental Bodies, Business, and NGOs. She delivers 1-1 coaching to NHS and young leaders as a Know You More (Social Coaching Enterprise).She is at the process of launching her business.

Dr. Cinar earned MBA at Business Administration and PhD (University of Helsinki, Finland). She has 26 peer-reviewed articles published at international journals, over 40 presentations and 6 proceedings international congresses, 2 book chapters, and 8 speeches as invited guest speaker. She is experienced at professional one to one coaching (over 600 hours), coaching (over 400 hours), coaching supervision (over 90 hours), professional training (over 600 hours). She is a member of EMCC and the Young Academy Scotland, the Royal Society of Edinburgh that she is actively involved in meetings for policy making and public engagement. She is a member of Wellbeing Economy Alliance and she advocates UN SDGs

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