

**RE-EMERGENCE.**

**THE ULTIMATE RESET**

**MBA**

**GET A BETTER GIG.**



**TEXAS A&M**  
UNIVERSITY

As leaders, we have been given a gift – even if it is in disguise. This is the time to reemerge from where we have been and be intentional about where we are going. This is the ultimate reset. There are the basics that our federal and local governments require, but this is the chance for leaders to reemerge and their companies to be rethought with new connections and renewed energy. **Here are 14 ideas to reemerge stronger, more sustainably, and more successfully.**

# 1. REDO

**Call “do over” for your company.** Give yourself permission to rethink your company, your department, and your leadership. This is the moment to accept the reality that there is no normal and that you get to create whatever normal will mean for your company. Take this time to reimagine the future strategy. Take time to dream (not dread) the future you are creating. Take this time to eliminate silos and policies that masqueraded as helpers, but in fact were impediments to progress.

## React:

Do a permission to change exercise. Identify 5 things you would change about your company in a perfect world. Then, identify the reasons you will or will not change them. Act!

# 2. RETELL

**Hire you to be the communications expert.** Other people cannot communicate for you – especially during reentry when you are reestablishing you and your leadership. It is up to you to be the messenger. Take time to design your personal leadership ad campaign (you as a leader), your engagement campaign (who needs to know what and what do you want them to do, know, like and trust). Create a special sixty second video message from you or others, “The Daily 60,” and make it real. This is not about perfection, it is about connection and communication. People appreciate authenticity more than ever – mix in personal stories with your updates.

## REACT:

WRITE WELCOME BACK MEMO TO YOUR MOM AND THEN SEND IT TO YOUR WORKFORCE.

### 3. REALIGN

**Reconnect connections.** Make culture matter more than ever. Because it really does. The company may look different, but for sure it will feel different when everyone re-enters. This is the critical time to focus on culture – it is the connector of your people. But, it is the link to your performance. Take time to rethink values, behaviors, purpose or recommitting to them. Don't have one word values. Don't leave values undefined – give definition and examples of what they look like in action. Recognize that the highest performing companies also incorporate behaviors to direct action and to ensure alignment across the organization (no matter where people are working).

**REACT:**  
LOOK AT THE WHOLE OF YOUR PEOPLE SYSTEM. DO YOUR VALUES CONVEY THE ACTIONS YOU NEED PEOPLE TO LIVE OUT AT WORK? CAN YOU HUMANIZE THEM MORE? CREATE SOMETHING TO MAKE THEM COME ALIVE. NOW SHARE IT WITH YOUR WORKFORCE OR DEPARTMENT.



### 4. RETHINK

**Rethink the big “T” and little “t” of your traditions.** Traditions matter to culture. But, it is time that you take the lead on what traditions stay and what are not part of the new organization going forward. Think about traditions as the big T and little t. The big T are traditions that have been around and will always be part of the organization. The little t are traditions that have been recently adopted but may not have longevity in the organization. There is space for both, but in an intentional culture, it is best to select the traditions and ensure they are understood, embraced and celebrated. They are uniquely you.

**React:**  
Identify the big T's and little t's in your company. What needs to stay and be highlighted, what needs to be eliminated, and what one new tradition can you create and add?



## 5. RETETHER

**Tether from the center.** The concept of tethering is one of the most critical in times of dislocation and change. When we are untethered, we drift from our core. When we are tethered to what matters most, we are at our most productive state. As we re-enter the workforce, it is vital to create tether points in the organization. The first point of tethering is the cultural foundation of the company (values, purpose, characteristics). The second point of tethering is to the environment in which we now work (understanding the changing work and customer environment). When we are tethered, we establish a healthy tension from which we can create from the center.

### REACT:

IDENTIFY 2 VALUES YOU CONNECT MOST WITH.  
IDENTIFY THE 5 CHANGES IN THE ENVIRONMENT.  
IDENTIFY 5 CHANGES WITH CUSTOMERS. IDENTIFY  
1 THING YOU CAN DO TO STAY TETHERED TO YOUR  
VALUES AND IMPACT A CHANGE IN THE ENVIRONMENT  
OR CUSTOMERS.

## 6. RECALL

**Taking roles.** Roles evolve over time. The reset gives each leader an opportunity to reset responsibilities and expectations, of the leader and everyone around. This is a chance to eliminate the scope creep or define it clearly. Take stock in where we are now and what is required from each person on the team. Think about the roles and how each fits in the larger team construct.

### React:

Roleplay the roles. Starting with the highest role in the room, that person writes his/her role down. Passes the paper to the next person, who writes his/her perspective on the role.

## 7. REENTER

**Be a Kindergartener again.** Think about your office as the Kindergarten class of your youth. No matter how clean the day starts – germs find their way throughout the classroom as interactions happen and things are shared. Today’s office is much the same. Work on “sane”tizing (keeping sane is part of the exercise) the workplace by providing every employee sanitizing lotion for their car and desk (enter and exiting), provide cleaning supplies for personal offices and ask each person to clean first and last thing each day. Also, “spread the day – spread the risk” by extending the work day and staggering who works when. And, treat the first two weeks back to work like your first days in school – make them partial days or every other day. Ease them back and welcome them in.

### **React:**

Look at the whole of your people system. Do your values convey the actions you need people to live out at work? Can you humanize them more? Create something to make them come alive. Now share it with your workforce or department.

## 8. RECHECK

### **Organizational health matters, too.**

This is the time to engage the workforce in ways they are used to and ways that are new. Assess the health of the whole company – for them and you. It is critical for you to understand where the workforce is and what they think about the company. We might think we know the answers, but we don’t think about them by function, department, tenure and generation. This is not the HR annual survey for engagement, this is about the health of the company and how your people reenter the workforce. This gives you an opportunity to engage, understand and actually affect change. Take time to again listen – your people are talking to you and the diagnosis is real. Follow that check up with 1 question pulse surveys more frequently to get an immediate and cumulative understanding of the health in the moment – which for them as individuals, may be changing by the moment.

### **REACT:**

**COMMIT TO AN ORGANIZATIONAL HEALTH ASSESSMENT IMMEDIATELY BEFORE OR AS YOUR EMPLOYEES BEGIN TO ENTER BACK INTO THE WORKPLACE. AFTER YOU REVIEW THE RESULTS, REPORT BACK TO THEM WITH YOUR FINDINGS AND ACTIONS. SET THE STAGE FOR WHAT IS TO COME. TRY A COMPLIMENTARY ORGANIZATIONAL HEALTH ASSESSMENT ([WWW.BRADDEUTSER.COM/RESOURCES](http://WWW.BRADDEUTSER.COM/RESOURCES)), THE CLARITY PERFORMANCE INDEX™ OR OTHER ASSESSMENTS.**

## 9. RECOGNITION

**Forget the trophy.** The workforce needs your recognition. This is not about giving every kid a trophy and over-celebrating mediocrity. To the contrary. This is a recognition that the trophies, in the form of bonuses, don't motivate and aren't today's business reality. Today's workforce needs more than a salary – they need confidence and connection that comes in the form of supervisors or peers recognizing their commitment to the things that matter most to the company.

### React:

Create a recognition program, even if you print stickers, cards or certificates. Establish criteria and set expectations for behavioral compliance with your values, culture, behaviors or performance standards. Set a cadence of when and where you will recognize people – it can be on the spot, in set meetings or monthly.

## 10. REBALANCE

**Time for you. For others. For work.** We all search for balance between work and life. For many, it is an endless search. While working remotely, many people have fallen into new habits that may make it more challenging to re-enter the workplace. Some have lost any form of balance as the days and nights and weekends have blended, creating an endless workweek. Others have been challenged by home requirements, teaching children and completing work. Take time to actively think about what time you have and will have going forward. Be deliberate with your schedule, which has been recalibrated for you while working from home. Don't seek that elusive balance. Actively create your own by being intentional about what you will do on each of your clocks.

### REACT:

THINK ABOUT WHAT IS REQUIRED FOR EACH OF YOUR PERSONAL CLOCKS: PERSONAL CLOCK, OTHERS CLOCK, AND WORK CLOCK. WRITE DOWN WHAT EXCITES YOU, CONCERNS YOU AND HOW YOU WILL MAKE SURE THAT THERE IS TIME FOR EACH OF YOUR CLOCKS.

## 11. RETRAIN

**Train like a Champ.** Exercise your brain. Yes, you are on overload. But, invest time in your training, and if you are the leader, invest time and resources in training your key people. Training can be as simple as a reading about business topics or other areas of interest to you. Training is conducting exercises to increase the plasticity in your brain and reignite connections. Times of change cause dislocation and confusion. This is the time to reinvest in you and the most expansive part of you – your brain. For companies, this is a win – an engaged and grateful employee. For the employee, this is the new employee benefit and one that lasts forever.

### REACT:

CREATE YOUR OWN LEARNING PLAN. IDENTIFY A DAILY ROUTINE OF READING WITH A MAGAZINE, A NEWSPAPER (PICK ONE SECTION YOU DON'T NORMALLY READ), A BLOG, A UNIVERSITY WEBSITE. CREATE A LIST OF QUESTIONS AND FIND OTHER PEERS OR LEADERS TO INTERVIEW AND SEARCH THEIR BRAINS. OR, FIND A FORMAL TRAINING AND COACHING PLATFORM AND INVEST IN YOU.

## 12. RETREAT

### Treat your employees.

Everyone is under stress and feeling dislocated. How can you balance the demands of work with the realities of life? Take time to retreat from the daily pressures and find ways to inject mindful practices that not only change the brain of the employee, but impacts the performance of the organization. Identify ways to re-ground the workforce or department through thoughtful, intentional conversation, group dialog/questions, or meditation. 8 minutes of meditation a day actually changes the gray matter in the brain, and it impacts the fight or flight mechanism in the brain which allows the employee to make better decisions and limit mistakes.

### React:

Host a 7 day meditation challenge for your team. Start with 5 minutes per day. Assign accountability partners to help encourage participation and to spark dialog. Download meditations at [WWW.BRADDEUTSER.COM/RESOURCES](http://WWW.BRADDEUTSER.COM/RESOURCES)

## 13. REONBOARD

**On-board everyone. Again.** This is your moment to remove the bad habits and start anew. This is your chance to reorient the organization around the company vision and direction. Most important, it is your chance to reset behavioral and cultural expectations. Let everyone see the bigger construct of your company and where they contribute and fit. Give them the honor of a first day all over again. Send them a note the night before welcoming them back and sharing what they can expect their first day. Create a “brag” video getting them excited for joining the company. Reorient them to the values, behaviors and traditions. Set expectations for the new work environment. Make a pledge to keep them engaged and informed. Ask them for their opinions (health assessment) before they start and give

### React:

Develop an Onboarding program for the whole of your company. Think about on-boarding every leader and every employee. Think about the night before they return, their first day, their first week, month, and 90 days.

them the results. Ask them to write down their dreams for their position and ask them to remember their best day before they left. See if you can reignite the excitement of their first day. Create a 30, 60 and 90 day plan.

## 14. RESET YOU

**Positivity to the core.** Positivity becomes the central force in connecting your organization and connecting you and your teams to your desired future state. Positivity is a science that includes inspiration, mindfulness, gratitude, happiness and optimism. One or more can be off in a given moment – but you can still be positive. In fact, you can make it your “factory default” by understanding the elements and exercising your positivity. Make it a habit every day to record or write down one positive take-a-way from the day. It is a powerful way to reset the factory default and keep the positivity flowing.

### REACT:

UNDERSTAND YOUR ORGANIZATION'S POSITIVITY QUOTIENT, AN INDEX THAT PREDICTS ITS LIKELIHOOD OF ACHIEVING YOUR DESIRED FUTURE STATE IN A TIMELY MANNER. ALSO, TAKE TIME TO UNDERSTAND YOUR OWN PERSONAL POSITIVITY QUOTIENT EACH DAY. VISIT [WWW.BRADDEUTSER.COM/RESOURCES](http://WWW.BRADDEUTSER.COM/RESOURCES)

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