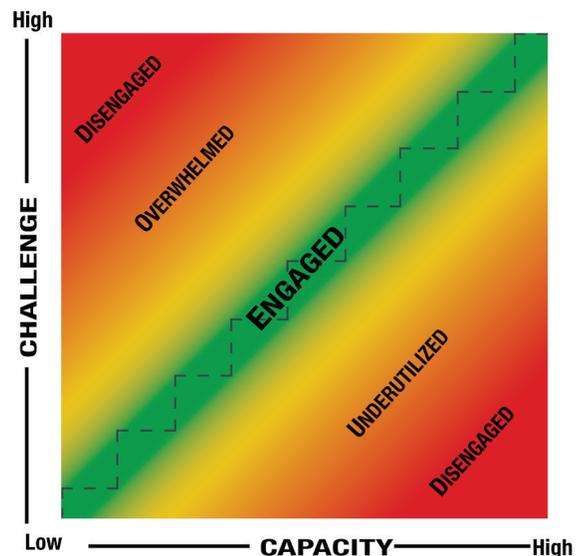


# 10 TIPS FOR MAXIMIZING ENGAGEMENT IN CHAOTIC TIMES



1. **Fuel optimism.** In [research](#) on managing career transitions during transformational times, optimism was the single best predictor of career success and job satisfaction. Find and focus on signs of hope that a brighter future is ahead.
2. **Actively reframe.** While remaining realistic, catch negative thoughts and strategically transition them to focus on the positive (e.g., instead of feeling “trapped” at home, consider reframing as “cocooning” at home or an “opportunity” to get some overdue projects off your list.) Choosing to see the positive in challenging situations can help you identify areas, however small, in which you still have some control.
3. **Come together as communities.** Social support is essential – humans are social beings. Even in times where supportive people are not physically present, stay connected and, together, help to make the world a better place.
4. **Contribute what you can.** People thrive on having a purpose – they need to know they matter. In crises, large organizations shift their focus to providing essential items and services; individuals run errands for neighbours, donate money/resources, and find creative ways to help.
5. **Innovate.** Chaotic times disrupt the norm, providing windows of opportunity to explore creative ways to do things very differently. Seize the chance to inspire long-lasting positive changes.
6. **Communicate effectively.** Perhaps now more than ever, messaging matters. People need open and honest communication that is timely while not being overwhelming. It can be a delicate balance so err on the side of over-sharing. People will fill the vacuum silence can create.
7. **Take care of your own.** When leading teams through complex and chaotic times, be mindful of your team’s engagement. Using Pickerell’s Employee Engagement model, ensure workers feel **appreciated**, know their **contributions** are recognized, remain **committed** to you and recognise your commitment to them, and understand how their values are **aligned** to the organization’s goals and priorities.
8. **Be kind.** Build a culture of kindness within your workplace and community by forgiving mistakes and always assuming the best. Recognize when individuals are overwhelmed or underutilized and seek strategies to help them [re-engage](#).
9. **Choose wisely.** Chaotic times often bring an opportunity to define a “new normal” for both you and your clients. Think about what you would like to stay the same and what you might like to do differently, then act. Even the smallest shift can yield amazing results.
10. **Be patient . . .perfect isn’t possible.** Don’t get stuck in paralysis waiting for the perfect response or action. Managing through uncertainty means taking action now, instead of waiting for all the necessary info or analyzing all the “what ifs.” Avoid being overly critical when plans go awry or messages don’t quite hit the mark.



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