
CRUNCH

TIME

- Our manifesto -

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We believe that bringing your life to work brings your work to life.

We believe in supporting leaders to **influence and lead inspired teams...**

...especially when times get tough.

We believe that the **success of what you do is defined by how you do it.**

We believe that **courage is the key.**

What shapes our beliefs?

Within every leader is an everyday person. With that in mind, we believe that at their core, every leader is good and **wants to be proud of what they do and how they do it.**

The corporate landscape is changing - we are now in a world with significant disruption where the demand of deadlines, high pressure decisions with greater regulator focus on deliverables - crunch times - are no longer the exception, but are becoming the norm.

It pains us to see that when leaders are faced with the constant urgency and pressure of deadlines/faced with a crunch time they come undone because they haven't been given the opportunity to develop the appropriate leadership skills to support their technical skills.

As a result, we believe that their intentions don't match their actions and interactions during crunch times and this leads to unintended consequences.

We have these beliefs because we have lived them.

We have worked for leaders who don't provide role clarity to their teams. We have worked for leaders who don't have the courage to say no, to advocate for their teams and keep them safe. We have seen the impact of these leaders on project budgets, overtime hours worked and the accuracy of result itself.

We have experienced the pressures of a leader, where we have prioritised the clients' needs above all others, including our own. We have said "don't worry, I'll do it" because I think it will be faster and easier than coaching someone. Again, we have seen the financial, risk, and social impacts of these decisions and actions.

We have seen what happens when leaders 'do the ostrich' and bury their heads in the sand while their team runs around like headless chickens achieving very little.

On the other hand, we have seen the impact that great leadership has during crunch time. And we believe this can be the norm.

Our final word

Leading this undertaking and delivering to deadline is about not letting anyone down, filled with the knowledge that at some point you will. That's a hard reality to know and one where you need the tools to help you. Barack Obama said it best in his 2009 Nobel Prize acceptance speech: 'Clear-eyed, we can understand that there will be war, and still strive for peace.'

Your contribution/invitation to join

I invite you to continue this conversation. Contact me at alena@alenabennett.com.au or visit my website alenabennett.com to read more about how we can work together to support our leaders and teams deliver through crunch times.

**Be clear
Be kind
Have courage**

About Alena

Alena is a thought leader, passionate about connecting with people to help them deliver outstanding results that inspires. Her mission is to equip leaders to lead their teams through Crunch Times by experiencing the positive impact leadership skills have in supporting their technical skills.

With Alena's guidance, leaders are provided with insight into the factors that make Crunch Times a success or a failure and the skills and tools needed for sustained success. Meeting the deadline is only part of the equation!

Alena is a mentor, trainer, facilitator and coach. Contact her today on alena@alenabennett.com.au.

