

Member Update

March 20th, 2020

[Video commentary from Tom](#)

Members,

Over the past seven days I've been through a few dozen 121s and 321s and a handful of group meetings. All of our member companies are experiencing pain. There is a gradient of impact from minimal (even opportunistic) to dramatic. All of us have been affected personally.

I believe each of you will fall in to one of two categories;

- 1) **Dramatic and immediate impact:** You need our Vistage community now more than ever
- 2) **Low to moderate impact:** Our Vistage community needs you now more than ever

Now is the time when we need to stay together and share ideas, resources and support.

Here are the steps we are taking today:

Focus:

Our Vistage community will move from focusing on monthly member meetings and one to ones to ***meeting member needs on a daily basis***. While we will maintain our meeting and 121 schedule, we will also be adjusting as needed to meet urgent needs. Our experience will be dynamic and we need to change to meet those needs. Examples of this are included below.

Communication:

- Each group should use WhatsApp to share ideas and needs in real time. These have been established in all six groups. Group Ambassadors will moderate, share ideas and alert me of needs. We will be adding Lindsay to your WhatsApp groups so you can @ her with questions.
- Group Ambassadors will contact each member of their group weekly and notify me as needs occur. I will be reaching out as often as possible as well.
- We will maintain a "Hot List" of most affected member companies. I will check in with them weekly and offer more time to help navigate the crisis or members to help.
- I'll be asking some of you to share time in an ad hoc 321 to help other members solve problems and process issues. These will be via Zoom. I recognize you won't always be able to help and that's ok.
- I suggest you connect with Lindsay (Lindsay Humphrey) on [Voxer](#) and let her know if you need help from me. She also has access to speaker materials, resources and member contact information. You can always contact me directly as well, but Lindsay will be helping me navigate priorities and urgency.

Availability:

- April CEO (4446, 2734 and Grow) and Key group half day meetings will be extended to 3 pm (or later) to allow for additional issue processing time.
- I am available when you need me. Call, text, Voxer or email me. I have suspended time off and will reserve work time for members. This availability includes evenings, weekends or whatever you need.
- I have given Lindsay the authority to change my schedule on the fly to give priority to members in crisis. (Please note Lindsay is part time. If it is urgent, let me know)
- I'll be asking members who are in low impact situations to share their time with members who need help. ***We have developed a list of members with expertise in every key business area who are willing to help. Just ask.***

Information:

- We will continually update the www.tomcuthbert.com/corona webpage with resources and content. Currently there is information, links and videos in the following categories;
 - **Best Practices for CEOs during Crisis** - A blog post I wrote with information gathered from 121s, 321s and conversations with CEO members
 - **PR/ Crisis Communication** - Video from Leslie Komet
 - **Remote Management Tips** - *Please send links and ideas to Lindsay*
 - **Virtual Meetings Best Practices** - *Please send links and ideas to Lindsay*
 - **Financial / Cash Management/ Funding** - Bank CEO and member Steve Mack video on cash management and banking best practices along with SBA loan information
 - **Legal Issues and Legislation** - Video with attorney and member Kelli Cubeta on FMLA changes and advice for employee issues
 - **Medical Update** - Doctor and member Suresh Neelangaru with a medical update and best practices for home and work
 - **Economic Outlook from ITR Economics** - Brian Beaulieu discusses the impact and outlook for the Coronavirus.

Let's work together to become better through this crisis. Better people, better leaders, better friends and a better community.

"Great occasions do not make heroes or cowards; they simply unveil them to our eyes. Silently and imperceptibly, as we wake or sleep, we grow strong or weak; and at last some crisis shows what we have become." Brooke Foss Westcott

I look forward to stepping through this with you all. Together we will be better.

Tom Cuthbert