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Three Things to Consider as You Lead

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As Chamber leaders, it is more critical today than ever before for us to be leaders in our communities. There have been so many changes and pivots in the local markets over the last ten months that many businesses do not know what to do or where to look. That is where Chamber leaders can step forward to lead and make a difference. Everything has shifted rapidly in the last ten months and your leadership is needed desperately. Here are three critical things to consider as you lead:

- 1) **Leading in Uncertainty.** As a Chamber leader in your community, your big challenge is making sense of everything that is happening. There is so much uncertainty about what can happen next and what opportunities are all around you and your community. The challenge for you as a Chamber leader is leading during ambiguity and chaos. Decision making and outcomes are going to be uncertain and trying. A strong Chamber leader is comfortable with that uncertainty. Find what you believe is the best path forward – and move.
- 2) **Building Trust.** In times of ambiguity, trust is a premium commodity that has been built over the years. Now is the time to tap into that trust you have established. People are looking for a climate of purpose and belonging. There is no better place to belong than to a Chamber of Commerce. Being an authentic and genuine leader is critical during this moment.

Good Chamber leaders are comfortable in their own skin. There is no need to re-invent yourself; you have been modeling the way for years in your community. Trust will be vital in moving forward for your community, and your Chamber has been building it for years.

- 3) **Rethinking What is Next.** In the past, it was easy because we just followed Step 1, Step 2, and Step 3. The rinse and repeat cycle no longer works. What experts thought would take five to six years to happen happened in five months. Help prepare your community for something totally new and what the future may hold. **Digital fluency, reshoring, workforce development and needs, and virtual opportunities** are driving local economies. Chambers of Commerce are in a great position to impact that conversation and opportunities.

“**Great moments are born from great opportunities,**” was the quote Herb Brooks told the U.S Hockey team before they played the Russians in the 1980 Olympics. This “moment” is made for Chambers of Commerce. We have worked to lead, build trust, understand the challenges, and see what the future may hold. Seize the initiative; this is your time.