

## Leading in the Face of Musket and Cannon Fire

My husband was recently listening to a DVD lecture on the revolutionary war. We share a home office so he needed to keep the volume pretty low, but the lecturer's voice was animated enough that it occasionally broke through my concentration. A couple of times as a critical battle was being described a battlefield commander was described as rallying his troops and leading them (literally) into the musket and cannon fire.

These days, in our business lives, we rarely see actual musket fire. But last week I was reminded of the notion of "leading from the front during troubled times." A wealth management firm I consult with held a mid-day seminar for their clients. The luncheon meeting was held just off of the Green in Lexington, Massachusetts, steps away from the site of our first revolutionary war battle.

The principals of the firm, their research partners and I, spent two hours sharing information and strategies designed to calm jittery nerves and put the current market turmoil into perspective. My charge was to remind their clients about the relative importance of non-financial security in our lives and to offer specific stress and anxiety reducing techniques to help them control purely reactive impulses to run and hide.

There was real risk in encouraging a group of clients to gather and question the firm's strategies and capabilities in the midst of one of the worst market slides in history; no one could absolutely assure the clients what was coming or even know what might happen in the market on the day of the event. But the principals had decided that only by leading from the front would they be addressing their client's fears.

The honesty and openness demonstrated through the genuineness of the firm's principals, the willingness to listen and the ability to honestly talk about anxiety and fear, assured the group that all that could be done was being done and that their futures were being watched over by people who truly understood and cared about them. The client response was overwhelmingly positive.

No musket fire. No blame. No one ran for cover. Leaders willing to stand out in front to face any possible musket fire rallied the troops and won the day for this firm.

Are you willing and able to lead the way when emotions are running high? Could you use some basic or specialized training? If you want to join those on the leading edge, call or email to have us design a campaign with you.