



THE CORNERSTONE EAGLE

MARCH 2020 Edition



CORNERSTONE
INTERNATIONAL
GROUP

Have you heard of the saying that Life is like a railway track? It always has two parallel tracks running alongside each other with the wooden planks in the middle. The two parallel tracks are the positive and negative things in our life. They are happening at the same time alongside each other. Such is reality.



Crisis Management cannot happen on its own. It is not a solitary, cold blooded subject. Our mindset and attitude have much to do with its success or otherwise. The 'railway track' concept comes into play. Let's consider more in a moment, as we take in the present economic landscape of being in a fierce battle with the Covid-19 outbreak which has engulfed China and its neighbours in the Asia Pacific in varying degrees. No one has escaped and it is continuing on its relentless invasion of countries in the Americas, Europe, Middle East and so on.

Cornerstone International Group's vision is to be the best Global Talent Consultancy Group worldwide, and our mission is to accelerate the success of our clients by providing top-quality consulting services in the field of executive search, coaching, talent & workforce management solutions that are faster, better and at a value that serves our clients locally and globally. The Cornerstone Eagle newsletter is not a sales letter to promote activities of our 60 offices globally, but a tool to inspire you to maximize your personal and professional potential to be a Better Leader and a Better Person both at home and at business.

We shall be your Faithful Companion / Coach / Mentor on your life and career journey, supporting you to discover yourself and offering good advice for 'Healthier Business and Life'.

Best Wishes,

Simon Wan

Chief Executive

Cornerstone International Group

Phone No.: +86 21 6474 7064 | Email: simon-wan@cornerstone-group.com

Crisis Management

Based on Covid-19 our present reality

There are no easy answers or solutions in managing a crisis such as the Covid-19 epidemic. It's going to take time and effort. Much will depend on our ability to pursue changes that will help us to improve and overcome the challenges we are facing. Now more than ever, having the right mindset is critical in making this happen.



We are reminded by the saying: **“No winter is insurmountable. No spring will not come.”** Many of the things you do now will have a big impact on your future success.

Your success is likely to depend on the following two key perspectives:

No.1 - Be Realistic

Ignoring or avoiding new realities is a dangerous approach if we want to have a better future. When we are slow in recognizing what we need to build and the things we need to do during crisis time, we're going to fall behind and success would be further beyond our reach.

Let's say, you may be feeling dissatisfied right now and want to make some dramatic changes before it's seemingly too late. But, before you do, it's worth thoroughly brainstorming what's working in your life or your business, as well as what isn't. **Do a Self-Audit.**

Use this time as an opportunity to re-examine your values and sense of purpose, not based on other people's expectations of you or comparing it to other people's. Think about the times when you felt happiest, proudest and most fulfilled in your career and personal life. Are you still living your life in accordance with the values that inspired those experiences? If not, what changes can you make to turn things around?

Pay attention to what's most important for you to do to be successful in your situation. Be honest with yourself is a great start!



No.2 - Be Positive

Please remember the railway track on your life's journey. It is most beneficial to keep the positive and negatives well balanced in terms of our mindset and approach. **For every threat there are opportunities also. Our role is to mitigate the threats and look for the opportunities.**

At the same time there is a word of caution in achieving a good balance between being realistic and positive. Being too realistic can lead to being negative and inactive. Being too positive can result in being naïve and simplistic.

BUSINESS RECOVERY & BUSINESS SUSTAINABILITY

Week of 17 February, we conducted a short & concise online survey and collected some wisdom from the Captains of Industry in Greater China. The following is the Summary of 7 IDEAS highlighted for Business Recovery and Sustainability:



1. Be Flexible

In addition to home office and flexible working hours, empower employees to manage and plan their daily work and freedom to take care of their families. Enable them to take ownership and responsibility for their work.

2. Build Up Closer Connections

Internally, adopt more timely and transparent communication methods, capitalize on WeChat groups, Zoom calls, Go to meetings, etc. Provide IT support and solutions to ensure efficient and reliable remote working.

Externally, keep in touch with clients and business partners actively and regularly. Ensure communication effectiveness and demonstrate the spirit of “working together, working better and achieving more”.

3. Focus on Human Capital Effectiveness

It is a good time for studying and learning. We see many companies in 2020 focusing on Performance Improvement. Popular also would be demands on Digital and Online training for Crisis Management, Stress Management, Continuous Improvement and Leadership Coaching.

4. Stay Calm & Reduce the Panic



Set up a CMT (Crisis Management Team) if you do not have one already, to ensure urgent action will be taken when needed. Encourage staff to share their own stories during the outbreak. Psychological assistance may also be needed for special cases.

5. Boost Morale

Mature Leadership is needed during the crisis. To show real caring and encouragement to people and help

rebuild their confidence. Make sure there is TRUST, and Trust in the old saying “No winter is insurmountable, no spring will not come”.

6. Search Out for New Business Opportunity based on new demands from clients

Keep an open, wise and positive mindset in leadership, encourage creative ideas within the company. Old fashion businesses are now forced to make the changes and take the challenges, and to incorporate business activities in new ways and new directions – the way forward and after the crisis is gone. At the same time, always make sure your company has a contingency or back-up plan.

7. Enhance Company Safety System



Provide Safety training in the plant or office, especially on Covid-19 protection and prevention, during this critical period of recovery of production and business in the coming 3-6 months.

After all, stay strong and stay healthy. Use this time to develop new skills and expertise. Build your grit and confidence to create new opportunities for yourself and overcome tough challenges. Pursue things that will help you to come out of a difficult situation even

better than before.

Food for Thought

God did not promise Crisis won't happen. However HE promised "I will be with you" during the Crisis.

Psalm 46:1-2

God is our refuge and strength, an ever-present help in trouble. Therefore we will not fear, though the earth will give way and the mountains fall into the heart of the sea.



Philippians 4:6-7

Do not be anxious about anything, but in every situation, by prayer and petition, with thanksgiving, present your request to God. And the peace of God, which transcends all understanding, will guard your heart and your mind in Christ Jesus.

Our Editor, Kuang Fu at kuang-fu@cornerstone-group.com would love to hear from you if you have special thoughts to share.

About Cornerstone International Group

Cornerstone International Group is a Global Talent Consultancy Group founded in 1989 with some 60 offices worldwide and headquarters in Shanghai, China and Atlanta, USA. Our **mission** is to accelerate the success of our clients by providing top-quality consulting services in the field of talent recruitment and coaching solutions that are **faster, better and at a value** that serves our clients locally and globally. We provide a proven approach to Executive Search, Executive Coaching and Board Solutions in China, Asia and across Europe and Americas. A global member of the Association of Executive Search and Leadership Consultants (AESC), **Cornerstone** is recognized as having the highest level of quality in the industry. Cornerstone is also named by Forbes as one of the Best Management Consulting Firms in Executive Search in 2016, 2017 & 2018, 2019 and ranked by Hunt Scanlon as top Global 25 groups in 2018 & 2019

