

# Leading Forward in the Face of Crisis

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*I live what I teach. I believe in our power to use what is to create what can be in our lives and our organizations.*

*Leading in the face of crisis means building your 3Q Leadership™ Edge*

*Click for a short video. Read Against All Odds.*



### ► **HOW?** Shift your mindset

Seeing your strengths and challenges, stressors and turning points, even your most difficult transitions or crises with new eyes that help YOU build your most important advantage, your 3Q Edge™. Yes, learning and unlearning faster and better than before. Making a pivotal shift in mindset that will help you learn and unlearn faster, develop improved whole brain thinking and embrace a new solution focused philosophy is critical to the reach, resonance and results you seek to

achieve. *“ Leaders are made rather than born.” Warren Bennis*

**►WHY? We must disrupt/change what no longer works. Innovation-Actualization-Optimization of Potential is Key**

Go ahead and disrupt/change/transform what no longer works. Leadership demands strong Q skills. Our unsurpassed access to knowledge, information, technology and training alone cannot help us actualize and sustain greater leadership. Leadership means inspiring, motivating and leading the best in ourselves and others by using our strengths and challenges to build Q1: Whole Brain Thinking-Enhanced Creativity & Focus -IQ Q2-Empathy-Communication-Collaboration-EQ Q3-The courage, purpose and faith that drives our ability to serve the greatest good. SQ Helping clients build 3Q Leadership™ is what my work is all about *“Innovation distinguishes between a leader and a follower.” Steve Jobs*

**►WHEN? NOW because the challenges you face will increase. Using them to lead forward is critical**

Now, because leaders are innovators and pioneers who are ready to develop the 3Q™ strengths that drive passion, purpose, potential and leadership in the face of changes, challenges, stressors and crises. Developing our Q strengths is what leading well in the face of crisis is all about. *“The real source of wealth and capital in this new era is not material things; it is the human mind, the human spirit, the human imagination, and our faith in the future.” Steve Forbes*

**The time to build 3Q Leadership™ is NOW.  
Whether you want to develop stronger  
leadership, improved teams or  
communication that drives results, your  
ability to optimize-humanize and monetize  
is critical.**

**More on 3Q Leadership™? YOU Betcha**

Leadership is Olympian-Lead Forward

18 Word Success Formula

Rising to the Challenges Before Us

Lead Forward-7 power words & 8 posts in one

Extraordinary Women Interview on Leading in the Face of Career  
& Life Challenges

Against All Odds-Irene's personal story and the genesis of her  
3Q Leadership™ Model

The Secret to Peace and Prosperity



***First woman CEO of a steel company in Canada, Irene Becker has a track record of trailblazing accomplishments in business and in the community at large. An insightful and inspiring executive coach, mentor, speaker and writer, Irene helps clients achieve breakthrough results in their communication, leadership and lives. Passionate about the integrity of her work and its ability to help changemakers LEAD change, Irene***

*helps smart people and organizations develop 3Q Leadership™ and effective verbal, written and social communication that builds reach, resonance and results at the speed of change.*  
**Contact Irene:** *irene@justcoachit.com Twitter @justcoachit*  
**Tel:** *(1) 416-671-4726 Skype: beckerirene Irene goes the distance for her clients face to face and/or virtually!*