Managing In and Beyond COVID-19
Decision Making & Communication

Presented by
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Director, Advisory Services
The Trough
By Judy Brown

There is a trough in waves, a low spot where horizon disappears and only sky and water are our company. And there we lose our way unless we rest, knowing the wave will bring us to its crest again. There we may drown if we let fear hold us in its grip and shake us side to side, and leave us flailing, torn, disoriented.

But if we rest there in the trough, in silence, being in the low part of the wave, keeping our energy and noticing the shape of things, the flow, then time alone will bring us to another place where we can see horizon, see land again, regain our sense of where we are, and where we need to swim.

https://www.judysorumbrown.com/
Noticing the shape of things, the flow…
There is no going back
# Practical Advice
For leading through crisis, loss, and extreme uncertainty

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<tr>
<th>Financial Decision Making</th>
<th>Financial Communication</th>
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<tbody>
<tr>
<td>• Know who you are</td>
<td>• Know your audience</td>
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<td>• Know what you have</td>
<td>• Cut through the stress</td>
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<td>• Release and reset</td>
<td>▪ Short and simple</td>
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<td>▪ Repeat the headlines</td>
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<td>▪ Honest and reliable</td>
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<td>▪ Frequent</td>
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Thank You!

https://nff.org/covid-19-tools-and-resources-nonprofits

**Self-guided resources**
- Website-based
- Blog and downloadable tools

**Group programs**
- Webinars
- Small-group coaching sessions
- Cohort / custom group programs* (arts, health, etc.)

**Individualized help**
- ‘Ask NFF’ email service and FAQs [https://nff.org/ask-nff](https://nff.org/ask-nff)
- Individual coaching sessions*

*to inquire about these services please contact consulting@nff.org