



# LOCKDOWN LEADERSHIP CONFERENCE

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## 22ND MAY DELEGATE GUIDE



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## Got Questions?

Email [hello@clarejosa.com](mailto:hello@clarejosa.com)  
or

Find us in the [Lockdown Leadership Conference](#)

Facebook group



# WELCOME

Thank you so much for joining us for the Lockdown Leadership Conference.

We really appreciate you taking the time out of your schedule to join this event, and to focus on creating plans to support yourself and your teams through the new ways of working that these times require us to imagine.

The idea to run this event came on a sunny Friday afternoon as one of those bursts of energy you simply can't ignore. I drew up my dream list of speakers and asked them if it was a brilliant idea, or crazy to put together an international, virtual conference with just three weeks' notice.

Within two hours, every single one of them was enthusiastically on board. And they all waived their usual speaker fee, so that we could share this conference free of charge, to help as many people and businesses as possible.

When we're feeling inspired and we take massive action, supported by others, that's when breakthroughs happen.

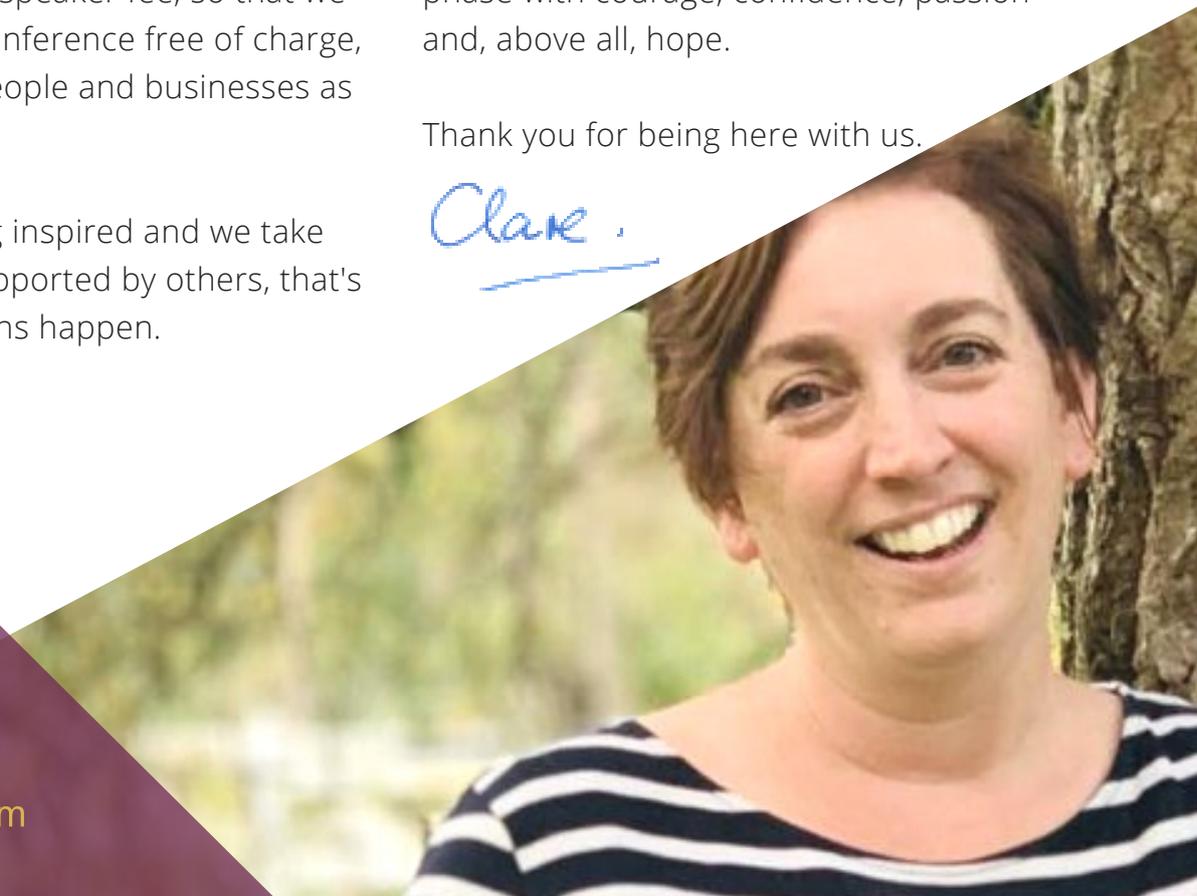
Within a week of launching the event, hundreds of people had already signed up and there was universal agreement for the need for us all to get together, to find solutions to problems and to inspire each other with best practice ideas.

And it's wonderful that you are part of this - of a movement of leaders on a mission to take their teams (and themselves) from crisis-level surviving to thriving, during lockdown and beyond.

It's my deepest hope that the Lockdown Leadership Conference brings you the answers you are looking for - and that you are able to support others with your questions and ideas. I want it to be an event that we all remember as a turning point, helping us to lead into the next phase with courage, confidence, passion and, above all, hope.

Thank you for being here with us.

*Clare.*



# HOW TO GET THE MOST FROM THE EVENT

You're being spared from yet another death-by-Powerpoint virtual event - the Lockdown Leadership Conference is 100% live, not pre-recorded.

The conference is in an interview format, to allow you to get answers to your questions, right there and then, via the chat and with questions delegates have sent in via email.

To get the most from the event, please take some time now to look through this delegate guide - it's actually a workbook. And there are sections to help you to 'wire' your brain to more easily spot the strategies and ideas that are most important to you.

Obviously, we're all attending virtually, and at the time of printing, we have delegates from 30+ countries. But that doesn't mean we can't enjoy getting to know each other.

That's why the Facebook group is waiting for you. It's also where our lunchtime bonus session with Sam Rehan will be happening:

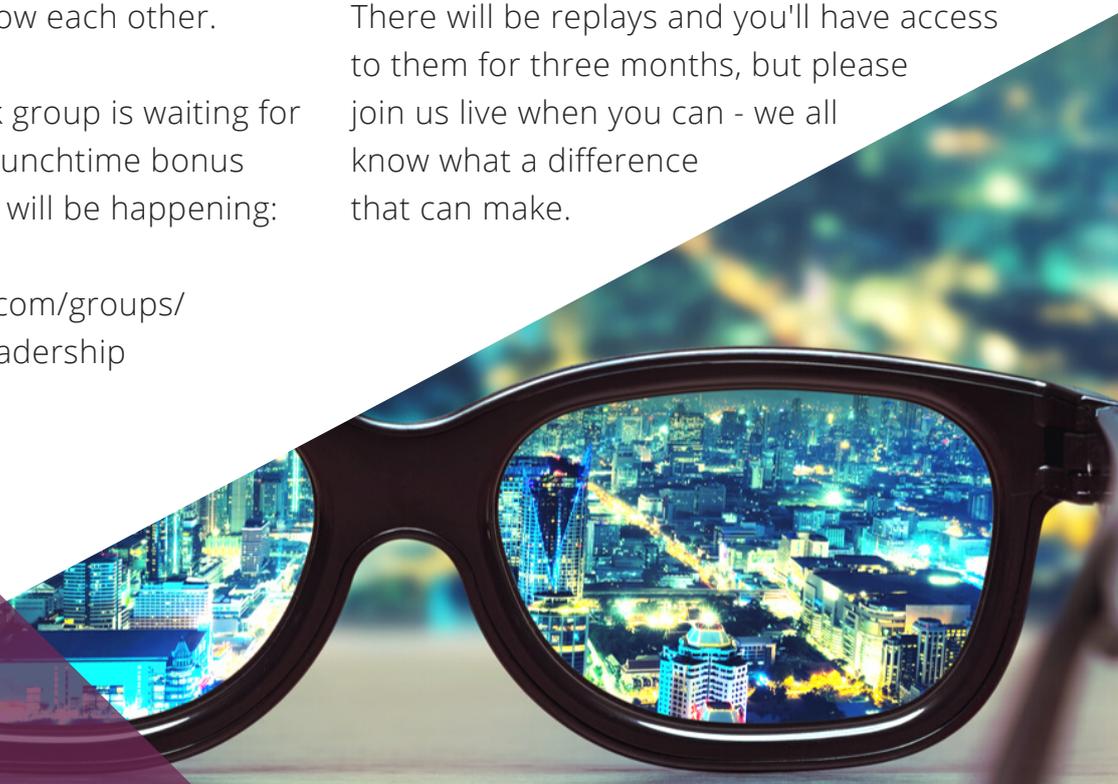
[www.facebook.com/groups/lockdownleadership](https://www.facebook.com/groups/lockdownleadership)

The main talks will be via Zoom and you'll get an email with the link the day before the conference. Please read the Zoom tips on page 6 and be ready to join in with the chat and the two small-group mastermind sessions in the breakout rooms!

And to make sure you get this most from the event, please treat it like a face-to-face conference - where you show up, fully engaged, and make the most of every minute to get the answers and support you need.

Page 4 has some self-mentoring questions on why you are attending the conference, which will help you to tie in what you learn with your business priorities - as well as helping you to stay engaged!

There will be replays and you'll have access to them for three months, but please join us live when you can - we all know what a difference that can make.



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# KEEPING IT RELEVANT

We each have our own reasons for attending the Lockdown Leadership Conference, but one thing we all have in common is that we want to work out how to move together towards a more positive future.

So here are some self-mentoring questions that you might like to ask yourself, to help you to get the answers you're looking for from this event. They work best when you don't 'overthink' them!

The questions will help to programme the part of your brain that tells you what to pay attention to, so you can get the most possible from the sessions, and tie it all in with your business strategy. They'll also help you to stay engaged on the day!

Q1: What are the main challenges that you (or your company) face at the moment?

Q2: Where do you / your company want to be in 12 months' time?

Q3: Which questions do you need to answer or decisions do you need to make, to get there?

Q4: Which of the conference speakers are covering those topics?

Q5: Does anyone else from your organisation need to attend the conference?  
[www.LockdownLeadershipConference.com](http://www.LockdownLeadershipConference.com)

And finally, what's your 'Big Why' for the conference? Hint:  
"I'm attending the Lockdown Leadership Conference, because..."



# ON THE BIG DAY

Please arrive promptly, a couple of minutes before 9am, when we'll start with a welcome session, findings from the research that Clare Josa has done as part of the conference, and strategies to help you to stay engaged, throughout the day.

The morning has a range of interviews and finishes with a small-group mastermind session, where you'll split into groups (Zoom handles this for you) to discuss the topics from the morning. Each group will have a facilitator, to make the process easy - and so you're not all sitting there in awkward silence!

Lunch includes a bonus session from Sam Rehan on how to use laughter to de-stress. That's happening over in our Facebook group, to give you a break from Zoom.

After lunch, we'll move into a panel discussion on the elephant in the room: juggling parenting with school-at-home, whilst also working.

Then you'll have four more speakers and a second mastermind session, before wrapping up with your Lockdown Leadership Action Plan and a surprise bonus!

All of the main sessions will happen via Zoom (the link will be emailed to you the day before).

We'd love you to engage via the chat - we'll be keeping an eye on your questions.

To help you to stay engaged, please remember to drink water, to move regularly and stretch (we're not designed to sit still for hours) and to remember your Big Why from page 4.

And please - above all - allow yourself to enjoy the time you are taking out of 'doing' to create your post-lockdown strategies. It will help you to get the most from the day.



# IMPORTANT ZOOM TIPS

We want to give all conference delegates the best experience possible, so please read through these tips, even if you're a 'frequent flyer' on Zoom.

## 1. Security

To keep the conference secure, please do the following:

- Upgrade to Zoom 5.0 or higher
- Don't share the link anywhere on the internet

### What We're Doing:

- The meeting has a secure password - you'll be emailed the link the day before
- Only hosts will be able to share their screens
- Chat will be public only - no private chats
- No file uploads will be permitted via the chat

## 2. Sound & Picture Quality

We'll be using the best connections we can to ensure good quality of video and sound for you. For the best experience:

- Use a wired connection, not wifi
- Turn off all apps / websites that use data for background updates

## 3. Trouble-Shooting

### Picture Freezes

Q: has someone in your home just turned on a data-hungry app like Netflix?

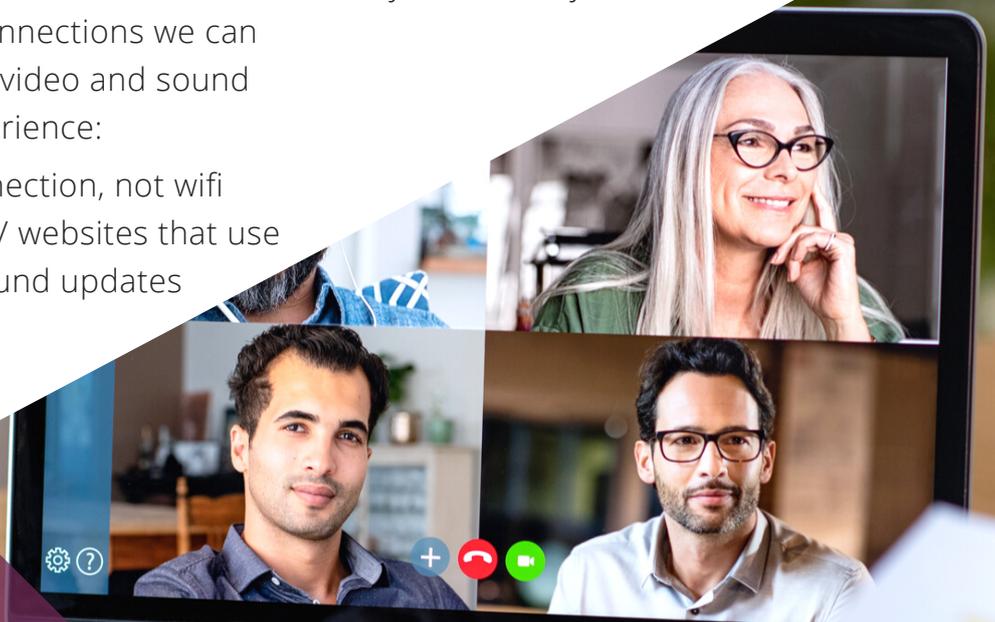
The best solution is often to give it 60s, then log out and rejoin, if needed.

### Sound Not Working

If you can't hear people and the chat isn't full of comments from others with the same problem, then the issue is likely to be at your end. Check your computer doesn't have the sound muted (really common) and check your audio settings via the 'microphone' icon in the bottom menu bar. Zoom sometimes chooses a microphone as a speaker.

### Please Stay Muted

Please keep yourself muted, apart from during the mastermind sessions and a few parts of the conference where we will ask you to briefly unmute.



# SCHEDULE

09:00 - Welcome & Summary Of The Lockdown Leadership Research

09:15 - **Penny Pullan** - Virtual Leadership

09:45 - **Stuart Baldwin** - The Power Of Optimism In Tough Times

10:15 - **Justine Zwerling** - How Is Exiting Lockdown Likely To Affect Our Teams

10:45 - Coffee Break

11:00 - **Alan Stevens** - How To Adapt Your Communication Style For Virtual Meetings

11:30 - **Nadine Powrie** - How To Handle Difficult Conversations

12:00 - Mastermind Discussions

12:30 - 13:30 Lunch - with a session from **Sam Rehan** 12:40-13:00 - Laughing To Destress

13:30 - Parenting Panel Discussion - **Stephney Dallmann, Ben Higgins, Vicki Psarias**

14:00 - **Andy Storch** - The Importance Of Talent Development In Changing Times

14:30 - **Advita Patel** - The Three Pillars Of Effective Lockdown Exit Communication

15:00 - Coffee

15:15 - **Sue Phillips** - Lessons Learned - How to Decide What To Keep

15:45 - **Clare Josa** - The Three Keys To Pain-Free Change (& Why People Resist It)

16:15 - Mastermind Discussions

16:45 - Wrapping Up, Action Plans & Surprise Bonus



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# 09:00 WELCOME, RESEARCH & STAYING ENGAGED

Clare Josa will host a welcome session at 09:00, where she will also share highlights of the research she has done, as part of the conference, plus her secret strategy to help you to engaged during a full-day event.

Use this space to make notes from Clare's welcome session:



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# 09:15 PENNY PULLAN

A global expert in leading remote teams, Dr Penny Pullan will be sharing with us how to build a virtual leadership framework that allows your team to thrive and means you don't lose sleep.

Use this space to make notes from Penny's session:



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# 09:45 **STUART BALDWIN**

Optimism - how to stay calm, happy and focused in tough times. Stuart's session will guide you through how to help your teams to feel optimistic, without having to pretend everything is ok.

Use this space to make notes from Stuart's session:



**STUART  
BALDWIN** CREATOR OF  
LIVE BIG®



# 10:15 JUSTINE ZWERLING

Creating the 'new normal' and how to prepare yourself - and your teams - emotionally. The power of inspiring your team to co-create the future vision.

Use this space to make notes from Justine's session:



**JUSTINE  
ZWERLING**

HEAD OF PRIMARY  
MARKETS ISRAEL,  
LONDON STOCK  
EXCHANGE



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# 10:45 COFFEE BREAK

Grab a cuppa and take a break. And rather than sneaking a peek at your emails, how about making some notes about what stood out for you so far from this morning's sessions? We'll be chatting about this over in our Facebook group: [www.facebook.com/groups/lockdownleadership/](http://www.facebook.com/groups/lockdownleadership/)



# 11:00 ALAN STEVENS

Whether you're delivering a presentation to the board or leading a team meeting, Alan will be sharing strategies to make getting your point across, virtually, easier and more effective.

Use this space to make notes from Alan's session:



# 11:30 NADINE POWRIE

How to turn 'difficult' conversations into 'courageous' conversations, even when we can't be face-to-face. What actually makes a discussion difficult, why we avoid them, and how we can handle them differently, if they have to happen via video.

Use this space to make notes from Nadine's session:



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# 12:00 MASTERMIND SESSION

This is a chance for you to break out into smaller groups (the tech handles all of that for you!) to discuss the topics from the morning's sessions. You can get answers to your questions, share ideas, and start working on your Lockdown Leadership Action Plan on page 25.

Use this space to make notes from Mastermind session:



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**12:30 - 13:30 LUNCH**

**12:40 - 13:00 LAUGHTER TO DE-STRESS - WITH SAM REHAN**

As you top up your energy levels, how about joining us in the Facebook group for an inspirational session from Sam Rehan - about how to use laughter to cut your stress levels! => [www.Facebook.com/groups/lockdownleadership](http://www.Facebook.com/groups/lockdownleadership)

Use this space to make notes from Sam's session:



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# 13:30 PARENTING PANEL

How to juggle working at home with parenting and home schooling is the 'elephant in the room' for many companies. In this panel discussion, Ben Higgins, Stephney Dallmann and Vicki Psarias will be inspiring you with best practice ideas.

Use this space to make notes from this panel discussion:



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# 14:00 **ANDY STORCH**

Why it's so important to keep developing our teams, as we head out of lockdown, and ways we can do this within the challenges we're all facing, without overwhelming people.

Use this space to make notes from Andy's session:



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# 14:30 **ADVITA PATEL**

Why company communication strategy is so vital as we exit lockdown. Plus Advita will take us through the Three Pillars strategy she has developed, to ensure communications inspire and empower, rather than spreading worry & confusion.

Use this space to make notes from Advita's session:



**ADVITA  
PATEL** DIRECTOR OF  
COMMS REBEL



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# 15:00 COFFEE BREAK

Grab a cuppa and take a break. And rather than sneaking a peek at your emails, how about making some notes about what stood out for you so far from this afternoon's sessions? We'll be chatting about this over in our Facebook group: [www.facebook.com/groups/lockdownleadership/](http://www.facebook.com/groups/lockdownleadership/)



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# 15:15 SUE PHILLIPS

Life after lockdown - what have we learned? How to decide what to keep and what to let go of, both on a business and a personal level.

Use this space to make notes from Sue's session:



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## 15:45 CLARE JOSA

The three keys to pain-free change, the hidden reason why so many people resist it, and the one ingredient that is missing from most leadership training that could become our superpower in the coming months and years.

Use this space to make notes from Clare's session:



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# 16:15 MASTERMIND SESSION

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Use this space to make notes from Mastermind session:



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## 16:45 WRAP-UP & NEXT STEPS

As we bring the Lockdown Leadership Conference to a close, it's time pull together the most important things you have learned, so you can create your Lockdown Leadership Action Plan. Clare will guide you through some self-mentoring questions you can ask yourself, to help you to get the most from the time you have spent in each session, plus letting you know about a surprise bonus gift.

Q1:

Q2:

Q3:

Are you joining us for the surprise bonus?



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# YOUR LOCKDOWN LEADERSHIP ACTION PLAN

Looking back at your answers to the questions on page 4, and your notes from the conference, what actions are you going to take, as a result of what you have seen and heard today? And what is the very first step on that journey - one you could take in the next 24 hours?



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# YOUR LOCKDOWN LEADERSHIP RESOURCES

Here are the main resources that are there to support you, after the conference. Please make the most of them!

## Training Vault

Find the replay from each session, plus your bonus masterclass on how to 'magically' make more time, and information on how to connect with the speakers: <https://clarejosa.training/courses/lockdownleadership/>

## Virtual Goodie Bag

The Virtual Goodie Bag includes deep-dive gifts from speakers, to help you to take the next steps on your action plan:

<https://clarejosa.training/courses/lockdownleadership/llc-bonuses/>

## Facebook Group

The Facebook group is ideal for networking, getting answers to your questions, and sharing ideas and best practices. It will be live until 19th June:

<https://www.facebook.com/groups/lockdownleadership/>

