

A man in profile, wearing a dark t-shirt, stands on a stage and speaks to a large, blurred crowd of people. The scene is dimly lit, with the speaker highlighted by a spotlight. The background is a deep blue, and the overall mood is professional and focused.

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8 Leadership strategies for uncertain times

Your 2021 playbook with insights from Erin Brockovich, Captain “Sully” Sullenberger and more....



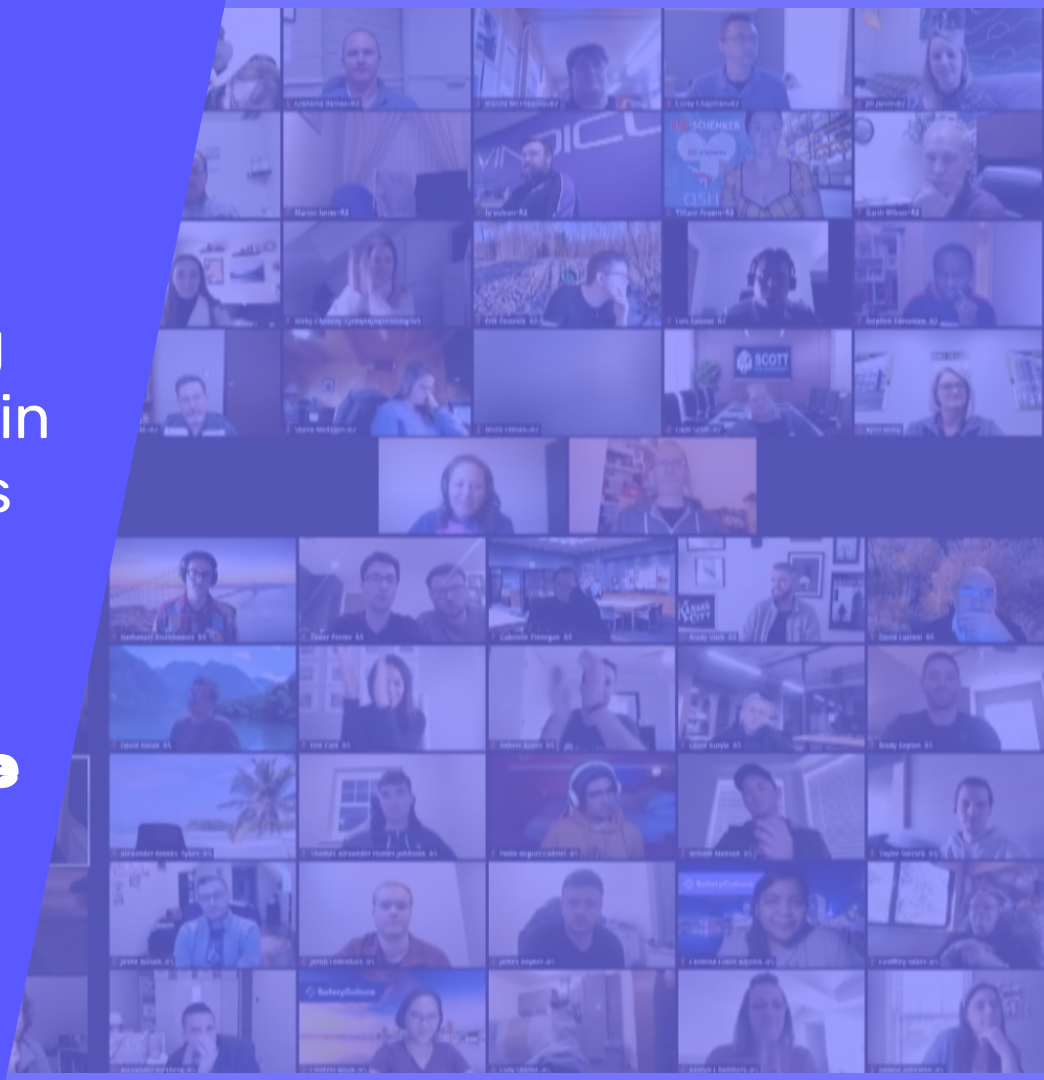
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For many sectors, this year has felt like a struggle to survive. Today, **we're still in uncharted waters.**



Threats such as new wave closures, potential virus transmissions, and waning consumer confidence lurk in the mind of every business owner.

So, how can we foster resiliency and innovative thinking at this time?



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By listening to those that have already been
there – and used adversity, crises and
failure as a way to grow.





**As businesses, we can learn
from these remarkable individuals**



Who quickly adapt to their environment

Dig down to find inner
strength

And leverage what tools
they have at their disposal
in order to make pivotal
shifts.



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Relive their stories and be inspired to go
from surviving to thriving in 2021



“

There are many lessons to be drawn from the fates of companies large and small, but central to almost every story of success are the choices made when that crucial moment comes to transition from surviving to thriving.

David Brown

SafetyCulture Summit, MC Host,
Business Wars & Business Wars Daily

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**From
surviving
to thriving**



Erin Brockovich

Put power in people's hands



Consumer advocate &
environmental activist, made
famous by her investigation into the
Hinkley water contamination case.



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Erin Brockovich

Superman's not coming – so what?

01

When in doubt,
go within.
Observe. Listen.

02

Always **get**
behind yourself.

03

Better have
stick-to-itiveness.

04

Stand up and
speak your truth.

[Read the full article](#)



“

Great leadership, I believe comes from kindness, from understanding, from compassion, from being able to listen, from being able to work as a team, working from the same page - work together, not against each other.

Erin Brockovich

Consumer Advocate & Environmental
Activist

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**From
surviving
to thriving**

Captain “Sully” Sullenberger

Blame is the enemy of safety



The “Miracle on the Hudson” pilot whose water landing on New York’s Hudson River saved the lives of all 155 on board.



Captain “Sully” Sullenberger

208 seconds: A lifetime of lessons

01

A leader must **create an environment** in which we all are willing to do our best.

02

Apply **safety brakes**.

03

Have an ethos of **continuous learning**.

04

Balance **confidence and caution**.

[Read the full article](#)



"My favorite definition of innovation is actually a very simple one: it's to change before you're forced to, by competition, by regulation, or by circumstance. And the more and quicker that you're able to change, the more it can become a competitive advantage; the better you are able to turn adversity into opportunity."



Captain "Sully" Sullenberger

Miracle on the Hudson - Pilot

Captain Scott Kelly

If we can dream it, we can do it



History-Making NASA Astronaut
and the first person to complete a
Year-in-Space Mission.



Captain Scott Kelly

The Sky Is Not The Limit

01

Being a risk taker is important to success.

02

Setting goals with the understanding that we may fail pushes us to see what we can achieve.

[Read the full article](#)





No problem has ever been solved by people saying 'hey, let's work apart'. Teamwork is what allows us to accomplish our goals.

Captain Scott Kelly

History-Making NASA Astronaut
First to Complete a
Year-in-Space Mission

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**From
surviving
to thriving**



John McAvoy

Dream big and be bold



Born into a criminal environment, John served a total of 10 years in some of the UK's highest security prisons. Now, he's a decorated athlete and Nike Ironman.



John McAvoy

Leading to leave a legacy

01

Open opportunities to **young people**.

02

Embrace **challenges** and don't fear failure.

03

Develop a **growth mindset** through adversity.

04

Help others grow and **work as a team**.

[Read the full article](#)



“

A legacy is about opening opportunities to young people and reach the levels of success that I have achieved. And enable younger generations to become better, even better than me.

John McAvoy

Nike Ironman Athlete

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**From
surviving
to thriving**



Luke Aneer

Innovate to evolve



CEO of SafetyCulture, a global technology company which supports businesses to do their best work everyday.



Luke Anear

Ordinary people do extraordinary things

01

Disrupt your
thought patterns

02

Recalibrate the
way you've always
done things

03

Fast adaptation is
essential

04

Stop reacting and
start responding



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Most businesses adopted new practices this year in a rush; now is a chance to reflect on how this groundwork can be optimised so teams can do their best work.

Luke Anear

SafetyCultlure, Founder & CEO



**From
surviving
to thriving**

Craig Tiley

Do things fast, not perfect



CEO of Tennis Australia and Director of The Australian Open, who recalibrated two Australian Opens amid COVID-19 and the country's worst bushfire season on record.



Craig Tiley

The art of risk in sport

01

Ask forgiveness,
not permission.

02

People come up with
ideas. It's our job as
leaders to give them
the means to do so.

[Read the full article](#)



“

Be adaptable, take some risks, show what's possible. For us to grow we have to be able to act that way and have that type of agility

Craig Tiley

CEO of Tennis Australia, Director of
The Australian Open

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From
surviving
to thriving



Darren Winterford

The status quo isn't going to cut it



CEO of mobile training solution EdApp, leading his most ambitious project to date with the United Nations Institute for Training and Research—the 'Educate All' initiative.



Nigel Gan

Think big. Think impact. Think vision.



Portfolio manager at United Nations
Institute for Training and Research,
partnering with EdApp on 'Educate All' to
release 10,000+ free and impactful
education courses to those furthest behind.



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Darren Winterford & Nigel Gan

Our journey to impact with 'Educate All'

01

Knowledge and the ability to implement change is one of the most powerful things that you can share with anyone.

02

It can start with one person, but you need a team: a team who believes in your dreams like you do.



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*Anyone can be a
changemaker with
the right tools and
the right mindset.*

Darren Winterford

CEO and Founder of EdApp

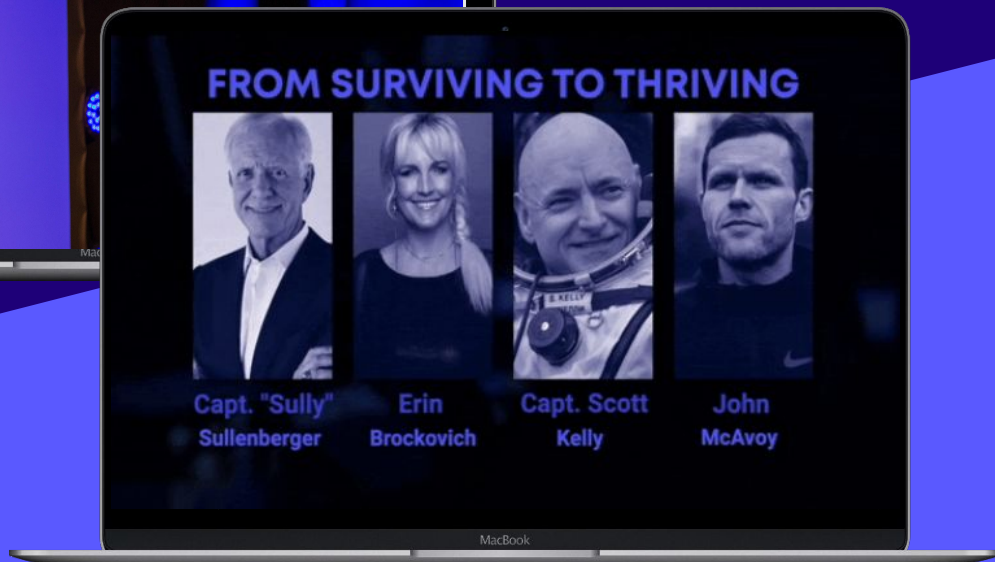
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**From
surviving
to thriving**

Ready build your business growth story?

[Join now to access the full recording.](#)



Seven!

On-demand sessions

Relive their remarkable stories

Ordinary people that have done extraordinary things.

Gear up for 2021 and go from surviving to thriving.



SafetyCulture Summit 2020

For the full presentation go to
[**www.safetyculture.live**](https://www.safetyculture.live)