



Bold Thinking. Smart Growth.



ISA's NewsFlash keeps you connected with the latest member news and updates.

Hello ISAers,

Here's to the heroes and heroines among us! These are challenging times and I know you are leading with courage and kindness. ISA is here to be of service and has some good news for you.

ISA's 2020 VBR Coming to You Soon!

ISA's 2020 Annual Business Retreat is soon to be ISA's 2020 **Virtual** Business Retreat. While the dates are not yet in stone, May 2020 looks like a great time to "come together" for the power packed program we expected to deliver in Scottsdale, AZ. All is not lost; in fact, we are very excited about the new venue and the opportunities virtual online conferencing offers. Please watch your email for details in the coming weeks.

"Let's Talk" - Talk Time is More than Chatter!

Thanks to ISA's Membership Team (Mary McGlynn, Elaine Biech and Pam Schmidt). ISA will be scheduling more of the "Let's Talk" online discussion meetings, similar to the March 19th gathering ISA hosted. Thank you to the 75 ISAers who showed up. You can find the information shared during that conversation [here](#) and also [view the Zoom recording](#). A schedule will be coming your way soon, along with instructions on how to connect.

We think "talking" creates our best "thinking". And thinking clearly in the face of tough circumstances is crucial. Why? Our brain has evolved to survive and thrive. Did you know that we developed speech 100,000 years ago, writing 5000 years ago, and Excel spreadsheets about 35 years ago? All the original brain research with the Amygdala part of our brain was with men - the famous "fight or flight" response.

Verne Harnish, *Scaling Up*, agrees; here's what he had to say about "talk time". *"Interestingly, we now know the feminine response tends to 'flock' - a healthier response. Facing today's crisis, our fear response is highly activated, and research shows that the more we sit around*

and 'think' about issues, the more upset it makes us, we can 'freeze' in our response. But when we talk about 'stuff' our pre-frontal lobes light up like a Christmas tree - we can start to reason vs. panic through things." So, up your talk time - take pressure off your fear center and light up your thought center - answers will come your way.

COVID-19 Impact & Implementation Study Results

Between March 16 - March 18, more than 2,500 respondents from 25 client sectors and professions participated in Industry Insights survey. More than 40 ISA members participated in the study. You can find the [full Executive Summary](#) of the results as well as ISA member data/verbatim comments [are available to you](#). Considering how quickly things have changed, the data is almost "outdated" but it offers an early perspective on how things emerged.

COVID-19: Briefing Note from McKinsey & Company, March 25, 2020

If you are familiar with INSIGHTS, a McKinsey & Company app, you may have already been tracking McKinsey's Briefing Notes. I found the March 25th update to be a remarkable overview of the world situation as a global humanitarian challenge as the first and foremost issue at hand. The briefing offers [5 action categories for leaders](#) - "Leaders need to think and act across 5 horizons - Resolve, Resilience, Return, Reimagination, and Reform." The Executive Summary of the briefing offers a point of view worth noting. Visit www.mckinsey.com for access to free information resources.

Moments - Life in Perspective

It's challenging to maintain perspective among the seemingly doom-and-gloomy state of the world. For me, nothing like my four-legged best friend to keep me centered. Meet Halle! This was taken on a September beach afternoon last year.



Every day I talk to Halle about our next beach trip! I reassure her that we will get back to the beach. She answers me with great enthusiasm and affection! Keeps me grinning!

What brightens your days? Send me a picture of the sunny side of your life. I'd love to include it in a NewsFlash.

Sometimes when I feel like things are falling apart, I realize they just might be falling into place! Be well ISAers, stay positive and stay in touch! Please feel free to reach out to me if you have questions or information to share. Thanks for all you do for ISA!

Pam

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