

# wib

## WOMEN IN BUSES COUNCIL

BROUGHT TO YOU BY MOTOR COACH INDUSTRIES  
A PROGRAM OF THE AMERICAN BUS ASSOCIATION

# MONTHLY

## JULY 2022

### ARE YOU PREPARED FOR A CRISIS IN YOUR BUSINESS?

For any aspiring leader, going through a crisis is a rite of passage. After all, it's easy to be a good manager when everything is going well, but your ability as a leader is truly tested when there is a true crisis.

The real issue with crisis management is that it is incredibly unpredictable. You never know when or what kind of crisis will strike. Consider the Covid-19 pandemic. If someone had told us in 2019, that the world would be in a two-year lockdown with a complete shift to a remote world, we would have dismissed it as a massive hoax.

Pathak, Anjan 5 Ways To Be A Better Leader During A Crisis, Forbes 22 June 2022 Read the entire Forbes article here:

<https://www.forbes.com/sites/allbusiness/2022/06/22/5-ways-to-be-a-better-leader-during-a-crisis/?sh=19b4ef991d89>

Plan ahead for August when Women in Buses presents ABA's own Melanie Hinton for our Wednesday webinar on August 3. While safety is always top of mind, incidents happen in the transportation industry and our leaders and managers must be prepared to handle the worst.

Here are 5 Tips from Forbes.com on how to handle a crisis.

1. Acknowledge the problem
2. Champion "self-leadership" among your people
3. Cut the red tape and reduce friction points
4. Don't ditch your empathy
5. Have a robust and adaptive communication strategy
- 6.

Be sure to tune in on August 3 with Melanie for more on how to handle a crisis.

### DID YOU KNOW?

**95% of organizations have a crisis recovery plan in place**  
**23% never really end up testing the effectiveness of that plan**  
**61% say it's due to a lack of time**  
**53% say it's due to inadequate resources**  
--Spiceworks survey

### UPCOMING EVENTS

For a full listing of events and to register please visit: <https://www.buses.org/events/category/women-in-buses-events>

#### WOMEN IN BUSES WEDNESDAYS SERIES

Wednesday, July 13 | 2:00 p.m. ET | FRESH STARTS IN MARKETING

Use this time to restart your marketing approach

- Branding – it's the first view a customer gets of you
  - o Make the most of branding
  - o Be consistent with your approach
- Give your website a fresh face
- Get social (media)
- Turn your staff into marketers
- Turn up the volume on your grass roots marketing.

This program will walk you through the process of taking a fresh look at your marketing and resize your approach for today's demands.

#### NETWORK AND NOSH SERIES

Friday, July 15 | 1:00 p.m. ET | EMPLOYEE ENGAGEMENT

Join us for at your desk for lunch as we have an open discussion led by Marketing & Communication Co-Chair Holly Williamson. Bring your questions and offer solutions for how best to engage your employees.

#### WOMEN IN BUSES WEDNESDAYS SERIES

Wednesday, August 3 | 2:00 p.m. ET | ACCIDENTS HAPPEN AND ABA CAN HELP

#### WOMEN IN BUSES DAY 2023

Friday, Feb. 3 | 1 p.m. – 6 p.m.

Mark your calendar for WIB Day 2023 in Detroit AND take this short survey to let us know your feedback for this networking and educational event!

<https://www.surveymonkey.com/r/WIBDAY>

### THE DRIVING FORCE

The Driving Force presented at the Bus Industry Safety Council/ Bus Maintenance & Repair Council Summer 2023 meeting in Baltimore, MD. The session was an opportunity to share the results of the Driving Force survey as well as share ideas for driver recruitment and retention.

Check out the Driving Force Toolkit at [www.buses.org](http://www.buses.org) for up-to-date information and ideas for your program.



#### SPREAD THE WORD

Share this Newsletter with another woman in bus world who can benefit from our network.



#### JOIN WOMEN IN BUSES

<https://www.buses.org/about/councils/WIB/membership/join>  
Contact us at [wib@buses.org](mailto:wib@buses.org) to see how to get involved with our organization.



#### QUOTABLE

"Listening to others, especially those with whom we disagree, tests our own ideas and beliefs. It forces us to recognize, with humility, that we don't have a monopoly on the truth."

Janet Yellen, Economist

 [www.buses.org/wib](http://www.buses.org/wib)

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