



# Executive Leadership Podcast Released Providing Straight Talk About COVID-19

*Coronavirus Crisis Intensifies Need for Effective Executive Leadership*

CHAPEL HILL, NORTH CAROLINA, UNITED STATES, October 15, 2020 /EINPresswire.com/ -- Authentic Strategic Partners today announced the release of a new visual streaming podcast that



It is safe to say, COVID-19 is the quintessential crisis of our lifetimes. As such, it will take enormous leadership efforts and communication talent to get back on track.”

*Dr. Rick Nida*

explains how executive [leadership](#) requirements have been heightened by the [Coronavirus](#) crisis. Leadership demands always intensify during and in the aftermath of a crisis. Executives must recognize their increased responsibilities and provide the appropriate responses to ensure organizational effectiveness. The podcast is available as a video on demand (VOD) product through Vimeo.

Leading in a Crisis After [COVID-19](#): Straight Talk for C-Level

Executives, identifies and explores the key responsibilities of executives as the primary leaders of their organizations during and after the crisis. Though most of those responsibilities were previously established, the emphasis and urgency with which they must be pursued are critical to success.

Dr. Rick Nida, partner at Authentic Strategic Partners, is the author and presenter of the executive leadership podcast. Dr. Nida is an organizational researcher, communication professor, and senior counselor and confidant to numerous CEOs and other C-level executives. He noted, “It is safe to say, COVID-19 is the quintessential crisis of our lifetimes. As such, it will take enormous leadership efforts and communication talent to get back on track.”

Authentic Strategic Partners, LLC. is a public relations consultancy with offices in Chesterfield, Missouri and Chapel Hill, North Carolina. Its principals are Richard E. Hunter, Ph.D., and Richard A. Nida, Ph.D. [www.authenticstrategicpartners.com](http://www.authenticstrategicpartners.com).

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