

LEADERSHIP DURING CRISIS

Issue Response Plan

QUESTIONS THE LEADERSHIP TEAM AT WD40 ASKS IN
TURBULENT TIMES

QUESTION 1

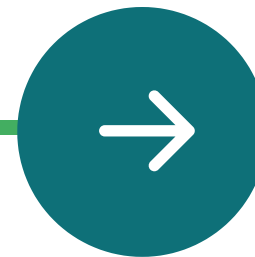
QUESTION 2

QUESTION 3

QUESTION 4

QUESTION 5

QUESTION 6



What do we
like?

What have we
learned?

What are we
concerned
about?

What should
we do about
it?

What's our
next step?

How will we
communicate
this in one
voice?