



Communication & Leadership

Exercise | Communicating During Change & Crisis

As you work on the various components of your re-entry plan, communication will be critical. The following questions are intended to help you reflect, dig in, and craft a communication strategy that allows you to bring clarity, hope and a sense of stability to your people. It's a simple, but effective, exercise.

I recommend that you make an appointment with yourself for this, and remove all distractions where possible. Write your answers down using pen and paper.

Questions to Help You Communicate Re-Entry Plans Post-Pandemic

- How and what are you communicating now?
- How often do you need to communicate?
- How will you bring people back? What will you say, and how will you acknowledge what has happened and how things are different?
- How do you explain the actions that you are taking? And how do you communicate what it will all mean when you emerge into the new normal?
- Are you answering the unasked "Whys?" - Why are we doing this? Why have we chosen this path forward? Why am I, as an employee, important to the success of this strategy?
- Are you revealing the decision-making process?
- How can you share the leadership principles that helped you make your decisions?
- How will you connect everyone with your mission and vision?
 - Has your mission/vision changed as a result of the pandemic? If so, how are you inspiring people to understand and adopt the new vision?
- How will you inspire your people? How will you bring hope and paint a better future?

- Do you understand your employees collective and individual needs? Do some want to continue working from home? Are others anxious to get back to an office setting? How will you address these needs?
- What about stress levels? What is your plan to help monitor stress for all employees?
- Do you have employees who might need some extra attention and support? If so, how will you provide that support?
- What are you doing to build trust among your people? What else could you do?
- Are you being open, genuine, and vulnerable with your employees? How could you increase this?

This is an opportunity for you to align all leaders and team members around your strategy, while creating a more robust, resilient organization, but it can also be hard work. Please reach out to me – I'd be happy to help you navigate this journey.