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IMA
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Effective Employee Communications During Uncertain Times

ROC Group at-a-Glance

YOUR STORY IS OUR BUSINESS

Focus on storytelling and behavior change.
Insights from neuroscience applied to organizational communication issues.
Consumer-grade marketing combined with HR expertise.

DIAGNOSTICS & STRATEGY

- Listening and research
- Audience segmentation

WORK EXPERIENCE DESIGN

- Engagement strategies
- Organizational change
- Specialized expertise in benefits, health and HR issues

CONTENT & CREATIVE

- Digital, video, audio
- Print
- Face-to-face



HEADQUARTERED
IN **CHICAGO**

5 OFFICES
COAST TO COAST

FOUNDED
IN **1998**

WOMAN-OWNED
BUSINESS

IABC MIDSIZE
AGENCY OF THE YEAR

CRISIS COMMUNICATIONS

- Importance of messages and messengers.
- Be consistent and keep employees engaged.
- Dedicate a trusted resource(s) for questions and more information.
- Assign a leader responsible for communications.
- More is better.
- Prepare in advance as possible.
- Great is the enemy of good.



COMMUNICATIONS TACTICS

COMMUNICATE COMMUNICATE COMMUNICATE

- Distribute regular senior leadership communication to all employees.
- Equip all leaders to emphasize key information with their teams.
- Find time to listen and engage with employees.
- Utilize all of your trusted communications channels – email; internet/intranet; site signage – paper and digital; video; virtual “in-person” like Skype, Zoom, Face Time.
- Create opportunities for dialogue and questions.



Five Keys to Communicating During COVID-19

Put employees at the center

- The company comes to the **rescue**
- Navigate **us vs them** (WFH vs others)

Remember “heart before head”

- **Emotional** reactions fire faster than rational
- Give people a sense of **personal control**

Build trusted messengers now

- Edelman trust barometer: **employers** are among most-trusted
- Tap into psychological **SAFETY®**

Leverage or build affinity for the organization

- Without affinity, even **neutral** messages can be negative

Finish the story

- If you don't **finish**, people will complete it themselves and be wrong

YOUR COVID-19 RESOURCES

- [IMA-net.org](https://www.ima-net.org)
- [CDC.GOV](https://www.cdc.gov)
- [WHO.INT](https://www.who.int)

