Effective Employee Communications During Uncertain Times

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IMA
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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

ROC Group at-a-Glance

HEADQUARTERED IN CHICAGO
5 OFFICES COAST TO COAST
FOUNDED IN 1998
WOMAN-OWNED BUSINESS
IABC MIDSIZE AGENCY OF THE YEAR
• 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.
• 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

<table>
<thead>
<tr>
<th>Put employees at the center</th>
<th>Remember “heart before head”</th>
<th>Build trusted messengers now</th>
<th>Leverage or build affinity for the organization</th>
<th>Finish the story</th>
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<tbody>
<tr>
<td>• The company comes to the <strong>rescue</strong></td>
<td>• <strong>Emotional</strong> reactions fire faster than rational</td>
<td>• Edelman trust barometer: <strong>employers</strong> are among most-trusted</td>
<td>• Without affinity, even <strong>neutral</strong> messages can be negative</td>
<td>• If you don’t <strong>finish</strong>, people will complete it themselves and be wrong</td>
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<tr>
<td>• Navigate <strong>us vs them</strong> (WFH vs others)</td>
<td>• <strong>Give people a sense of personal control</strong></td>
<td>• <strong>Tap into psychological SAFETY®</strong></td>
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</tbody>
</table>


YOUR COVID-19 RESOURCES

- IMA-net.org
- CDC.GOV
- WHO.INT