



Communicating with Employees During COVID-19: TIP SHEET

Employees want to hear what you are doing for them.

- ✓ Health promotion tips and strategies for keeping them and their families happy, healthy and safe
- ✓ Health tools and EAP benefits that are available if they get sick or need support during the crisis
- ✓ Ideas and opportunities to manage stress or feelings of isolation – this can include team-based activities for staying connected virtually
- ✓ Financial tools and resources to help them manage their finances, including any federal or provincial assistance programs that they can access
- ✓ Tools and resources for essential employees – including letters confirming they are an essential employee and why; what to do/who to call if they are stopped on their way to work; as well as communicating the imperative to carry ID and their essential services letter at all times
- ✓ Strategies and tips on managing work/life balance and boundaries – for both essential and non-essential workers
- ✓ Regularly scheduled status meetings that will help establish a dependable rhythm that will give employees some degree of control in their lives
- ✓ Expectations about work priorities, scheduling and deliverables
- ✓ Updates on performance measures, tracking and reporting
- ✓ Examples of employee recognition and celebration
- ✓ Transparency on workforce reduction strategies and timing – and if their role/team is at risk
- ✓ Opportunities to help out and provide support outside of their team/role, if desired

Employees want to hear what you are doing for your customers.

- ✓ Updates and clear plans on how clients and customers will be serviced and supported in this transitional period
- ✓ Sightlines to what the coming months look like in terms of demand/capacity
- ✓ Examples of breaks/rewards/incentives that will be available to customers that are struggling
- ✓ Clarity on what the company can't do for its clients and how it will overcome them, if possible
- ✓ Risks and challenges the company can expect to face during this 'new normal', plus opportunities for employees to help solve them

Employees want to hear what you are doing to help.

- ✓ Examples of community investment strategies and commitments, including financial and in-kind donations to community and charitable partners
- ✓ Details on re-tooling efforts to supply much-needed health and safety equipment
- ✓ Opportunities for employees to play a role in supporting their community