



## **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