

Focus on Strategy Webinar Series: Employee Communications

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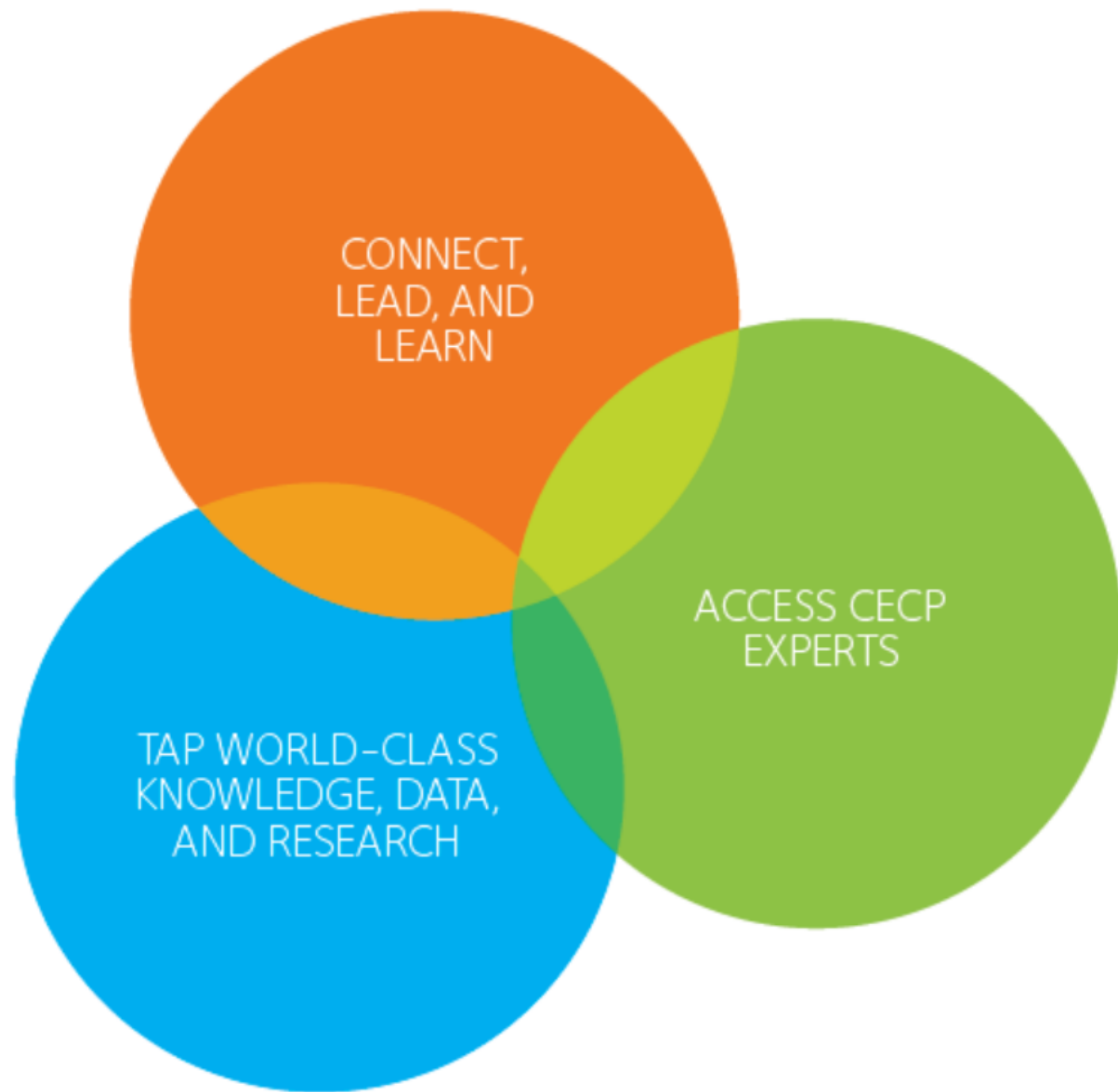
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Chief Executives for Corporate Purpose® (CECP) is a CEO-led coalition that believes that a company's social strategy — how it engages with key stakeholders including employees, communities, investors, and customers — determines company success.



Agenda

- CECP introduction
- Employee communications during crisis
- Best practices and examples
- Open sharing for participants

What CECF is doing

- Taking care of our people, 100% virtual
- Empowering companies to drive sustainable business success through positive social impact
- Preparing for the future

Employee communications during COVID-19

The Most Credible Source Is Employer Communications

- **Sixty-three percent** said that they would believe information from **employer communications** versus **58% for a government website** and **51% for traditional media**

Employee communications during COVID-19

Employers are expected to update information regularly on COVID-19

- **Sixty-three percent** of respondents asking for **daily** updates and **20%** want communications **several times a day**.

Employee communications during COVID-19

Employers Must Share Information

- Employees want clarity on everything and want to be informed beyond the effect on the company, including advice on travel and what can be done to stop the spread of the virus.
- They want to get the information via email or newsletter, posts on the company website, and phone/video conferences.

The background is a solid blue color. Overlaid on this background is a large, faint, light-blue graphic. This graphic consists of several concentric circles centered in the middle of the slide. Superimposed on these circles is a stylized, thick-lined shape that resembles a capital letter 'S' or a series of horizontal bars connected by vertical lines, creating a complex geometric pattern.

New Internal Communications Principles

1. Communicate quickly, often
2. Be honest and humble
3. Have empathy
4. Understand new employee priorities
5. Make them feel safe
6. Spread truth
7. Listen and engage
8. Refocus on corporate purpose

One: communicate quickly, often

- Let them hear it from you first, not a press release or news article
- Set up a new communications cadence

Poll Question #1

Given the current public health situation in the US and abroad, how often is your company communicating with employees?

- ☐ 1 – 2x/week
- ☐ 3 – 4x/week
- ☐ Every day
- ☐ More than once a day

Two: be honest and humble

- Leadership in times of crisis is relatable and real

Three: have empathy

- What do employees need the most now?
 - Basic needs first
 - ERGs, employee assistance funds, care packages

Four: understand new employee priorities

- Distance learning
- Caring for loved ones
 - Mental health

Five: make them feel safe

- Let them know what you are doing to assure they stay whole
 - Explain what happens if they get sick

Six: spread truth

- Post links to the latest health information from the CDC and WHO
- If necessary, post information about how to stay safe that have been approved by trusted sources
- Be the primary source of information on your company

Seven: listen and engage

- Use the virtual tools that work for your company
- Allow teams to determine what tools work for them
- Its ok that personal becomes professional

Poll Question #2

How do you share information with employees? (Check all that apply)

- ☐ Email
- ☐ Intranet
- ☐ Yammer
- ☐ Slack
- ☐ Video
- ☐ Internal blog
- ☐ MS Teams
- ☐ Newsletter
- ☐ Townhall meetings
- ☐ Other

Eight: refocus on corporate purpose

- Crisis brings out the best and the worst--endeavor to be values-led and purpose-driven
- Contribute in a way that aligns with mission and values
- How do you want to be remembered during this time?
 - What is your contribution to society?

Poll Question #3

Are your corporate communications being restricted to health and safety messages?

- ☐ Yes
- ☐ No, we're able to talk about other programs and initiatives
- ☐ No, but there's heightened sensitivity on what is being shared

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- Once around the table
 - One minute to share per person

➤ Questions?