



## COMMUNICATING THE NEW NORMAL

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COVID has created great uncertainty, many unknowns which has elevated stress and anxiety and shifted most thinking into what if scenarios that can lead to rabbit holes of despair for people. During times like this behavioral science teaches us that humans desire: transparency, guidance, making sense out of what is happening.

### LEADERS CAN HELP!

Your words and actions can help people adjust and cope emotionally, help keep people safe, help put experience into context.

### CRISIS IS EMOTIONAL CHAOS

Leaders must learn about their own emotions as well as the emotions of their staff. Human beings are emotional beings and as leaders it is important to not only speak the “head” in facts and figures but also to the “heart”.

### FRAMEWORK FOR THE COVID CRISIS IN FIVE STAGES (SOURCE: MCKINSEY & COMPANY APRIL 2020):

- Resolve
- Resilience
- Return
- Reimagination
- Reform

### COMMUNICATION BEST PRACTICES

- **Transparency:** Give people what they need when they need it
- **Frequent and Simple:** Repeat Repeat Repeat - no shooting from the hip
- **Candor over Charisma:** Drop the sugar coating
- **Solutions:** Be the example of what you would like to see
- **Build Resilience:**
  - Help people help people
  - Keep dialogue in the organization open
  - Celebrate the positives
- **Resources:** Contact you EAP for Free Management Consults