



CSR - Consulting, Solutions, & Results

**Communication Plan for Leaders:
Top Priority is to Develop and Nurture
Organizational Health**

Isolation



A Time for Purpose

1. Now more than ever is the time to **build trust** throughout your company. Organizations are going to come out of this either better & stronger or worse & weaker. How you lead, will determine the ultimate results.
2. **Create focus** around immediate short-term goals and strive to build organizational health. Think of this as a long-term loyalty play.
3. **Build Morale and Retention** efforts now! Give employees some comfort and reasons to be connected to the company.
4. **Develop a “Rallying Cry”** and create forums for leaders, teams and individual groups to discuss issues related to its execution and shared personal experiences.

The New Normal



Four Disciplines of a Healthy Organization

1. Build a Cohesive Leadership Team
2. Create Clarity
3. Over-Communicate Clarity
4. Reinforce Clarity

Build a Cohesive Leadership Team

- Personal leadership check-ins to **build trust**. Make it exceedingly simple and be human. Show that you have concerns too and don't have all the answers. Show vulnerability but not weakness.
- Time is an abundant asset now. Don't try to be overly efficient but be **more effective**. Time to try different things and be creative.
- **Include the entire team** at once. Try to avoid one-on-ones as everyone needs to share their own personal experiences within the group. Ask for advice.
- **Nurture Engagement!**

Create Clarity

- Find the most important thing you need to do in the next 2 months and create a “**rallying cry**” around it. Develop 4-5 **defining objectives** to execute in order to accomplish and track progress towards this goal.
- Do not double down on a pre-existing strategy and try and make it fit. Ask what the business needs now? Get a focused, established and more relevant 2-month plan.
- **Simple! Simple! Simple!**

Over-Communicate Clarity

- People **need context** for focus.
- **Be persistent.** Now is not the time to think that you are bothering them or that they are bothering you. Encourage frequent and specific communication.
- “**Lean in**” and make sure they know you are there and accessible now more than ever. Time is now to suspend the previous business paradigm and hierarchical thinking.
- **Improve meetings.** Have daily (morning/afternoon) and weekly working calls. And make sure to include some social call time to address personal needs and wellbeing.
- **Be Human!**

Reinforce Clarity

- Have many **short, defined meetings** (ex: zoom/skype) where you are focused on specific issues. Develop clear context for each meeting.
- Treat zoom and skype as a **human interaction tool** and the “new norm” of office interaction and brainstorming.
- Set up **working hangouts** where anyone and everyone can talk “out loud” and share current business experiences.
- For specific and immediate issues, have a separate but focused meeting on that one topic.
- **Focus! Focus! Focus!**



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