



HR Solutions &
Services LLC

Eileen Angulo

**NAVIGATING CORONA VIRUS
IMPACT WITH OUR EMPLOYEES**

Introduction & Disclaimer

This presentation should not be relied upon as legal advice. Consult an attorney about any issues of legal significance to you.



Thank you for
content included in
this presentation

MARCIE PEREZ
Agency M Media



HR Solutions
& Services L.L.C.

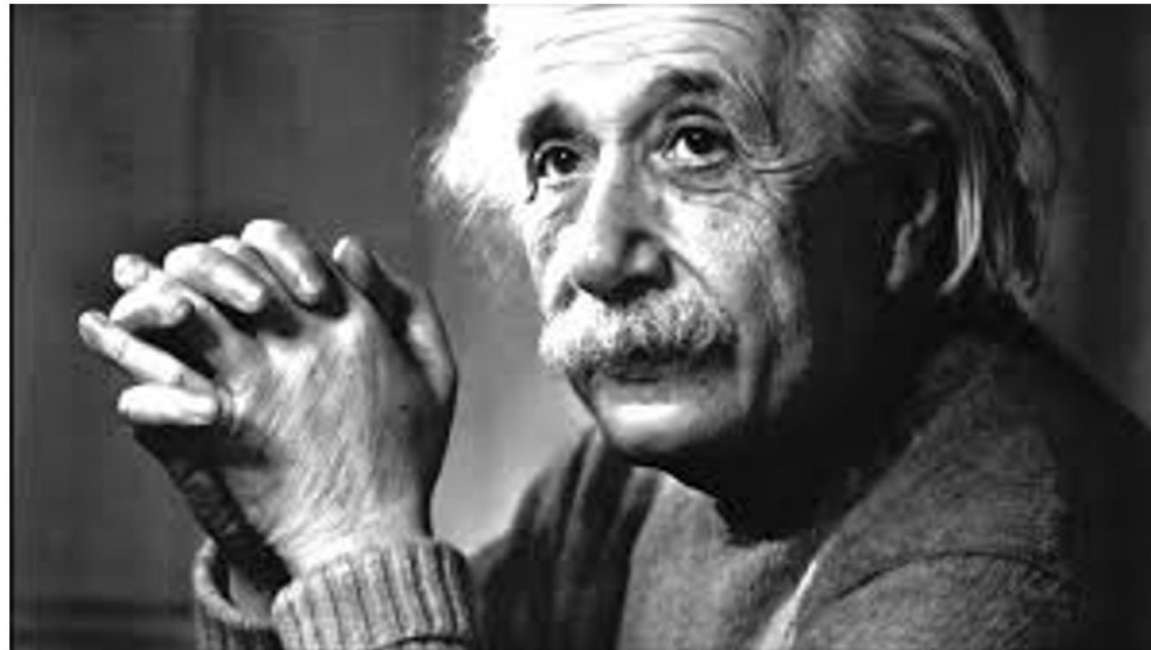
Agenda

- COMMUNICATION & PLANNING
- TOOLS FOR PREPAREDNESS
- MANAGING BRAND THROUGH CRISIS
- PREPARING TO GET BACK TO WORK



IT'S ALL ABOUT YOUR MINDSET

“In the middle of every difficulty lies opportunity.”
Albert Einstein



HR Solutions
& Services LLC

ROLE IN CRISIS COMMUNICATIONS

- Serve as a trusted, credible information source
- Reinforce company culture, norms and values
- Manage internal relationships
- Collaborate with executive leadership, steer the company through the crisis



THE 3 C'S OF CRISIS COMMUNICATIONS

In a crisis, one must manage all communications AND manage the brand.

- **CONSISTENCY**
- **CLARITY**
- **CONFIDENCE**



HOW TO COMMUNICATE IN A CRISIS

1. State the facts; be truthful and honest
2. Address needs; report solutions within your control
3. Communicate consistently about 'the road ahead'
4. Avoid 'canned language' – share genuine empathy and connection



Tools & Checklists



CRISIS COMMS

CHECKLIST

- ✓ Review leave policies, including use of accrued time while on leave
- ✓ Rely on resources on proper response to COVID-19 related concerns such as the DOL, IRS, CDC, EEOC, DIR, and EDD – *you don't have to be the expert on the virus*
- ✓ Display all required posters in a conspicuous place
- ✓ When leaves are necessary – prepare a return to work policy for employees, if applicable
- ✓ Retain payroll taxes equal to the amount of qualifying sick and child care leaves, rather than deposit with the IRS
- ✓ Post information on proper hygiene and pandemic etiquette
- ✓ Have an open door policy so employees can discuss concerns



CRISIS COMMS

CHECKLIST

ESTABLISH CRISIS TEAM

- Identify spokesperson / spokespeople
- Determine communications channels

OUTLINE COMMUNICATION NEEDS

- Identify internal audiences + messaging
- Prep holding statements, plan next steps

COMMUNICATE CONSISTENTLY

- Centralize communications / resources
- Monitor and manage misinformation



CRISIS COMMS KEY MESSAGE TRACKER

*Manage Communication Frequency**

AUDIENCE	DATE	CHANNEL	MESSAGE	ACTION ITEM
<i>Internal</i>				
Executive Leadership	3/10, 3/16	Phone, Email, Zoom	Crisis plan, layoffs, WFH	Conduct training
Staff	3/11, 3/17	Email, Zoom, Intranet	Adjusted job role	Plan layoff msg
<i>External</i>				
Vendors	3/17	Email	Adjustments to operations	Outline solutions
Distributors	3/17	Email	Supply chain impact	Advise next steps
Franchisees	3/18	Email, Zoom	Adjustments to operations	Outline solutions

****Sample message grid only.***



COVID-19 Business Preparedness Checklist

PRIORITIZE CRITICAL OPERATIONS

Be prepared to change your business practices if needed to maintain critical operations (e.g., identify alternative suppliers, prioritize customers, or temporarily suspend some of your operations).

PREPARE FOR SCHOOL CLOSINGS

Pre-schools and K-12 schools may be dismissed. Determine how you will operate if absenteeism spikes from increases in sick employees and/or sick families.

CREATE A COMMUNICATION PLAN

Put measures in place to effectively notify employees of the latest COVID-19 updates and information.

ESTABLISH POSSIBLE TELEWORKING POLICIES

Review human resources policies and explore whether you can establish flexible worksites (e.g., telecommuting) and flexible work hours. Consider cancelling large work-related meetings or events.

COORDINATE WITH STATE EXTERNAL & LOCAL EXTERNAL HEALTH OFFICIALS

The intensity of an outbreak may by location, and local health officials will be issuing guidance specific to their communities. Employers should learn about the plans in place in each community where they have a business.

For more information about the coronavirus visit [cdc.gov](https://www.cdc.gov)



Manage your Brand Through Crisis

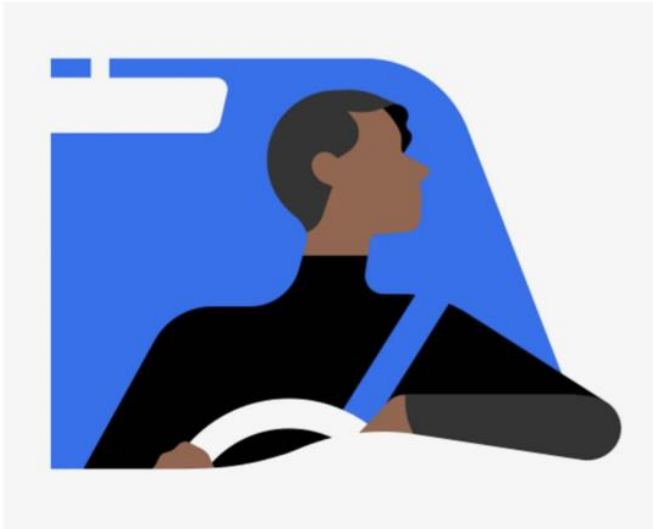


COVID-19 COMMS

Driver Announcements

Supporting you during the Coronavirus

March 15 / US



Uber Driver Support

Updated March 18th, 6:00pm PST

The uncertainty caused by the coronavirus is being felt across the world. But we know it's especially concerning for anyone who relies on our platform to make a living. That's why we are providing financial assistance to anyone who drives or delivers with Uber and is diagnosed with COVID-19 or placed in individual quarantine by a public health authority due to their risk of spreading COVID-19. This assistance is now available worldwide.

This is a moment of great challenge, but we are here to support you.

—Andrew Macdonald, Senior Vice President, Rides and Platform



HR Solutions
& Services L.L.C.

COVID-19 COMMS

El Pollo Loco Free Home Delivery



El Pollo Loco First to Make Long-Term Commitment for Free Home Delivery for However Long is Necessary



HR Solutions
& Services LLC

COVID-19 COMMS



"The COVID-19 pandemic is having a devastating impact on our world with untold suffering and loss, and has required all of us to make sacrifices. Over the last few weeks, mandatory decrees from government officials have shut down a majority of our businesses. Disney employees have received full pay and benefits during this time, and we've committed to paying them through April 18, for a total of five additional weeks of compensation. However, with no clear indication of when we can restart our businesses, we're forced to make the difficult decision to take the next step and furlough employees whose jobs aren't necessary at this time. The furlough process will begin on April 19, and all impacted workers will remain Disney employees through the duration of the furlough period. They will receive full healthcare benefits, plus the cost of employee and company premiums will be paid by Disney, and those enrolled in Disney Aspire will have continued access to the education program. Additionally, employees with available paid time off can elect to use some or all of it at the start of the furlough period and, once furloughed, they are eligible to receive an extra \$600 per week in federal compensation through the \$2 trillion economic stimulus bill, as well as state unemployment insurance."

Disney Furloughs

**Disney to furlough staffers
'whose jobs aren't necessary at
this time'**



HR Solutions
& Services LLC



SCENARIOS/
WORKING
THROUGH
CRISIS

**HUMAN RESOURCES
ISN'T A THING WE DO.
IT'S THE THING THAT
RUNS OUR BUSINESS.**

-Steve Wynn, Wynn Las Vegas

Layoffs & Furloughs

HOW TO COMMUNICATE

- Phone, Email, or Zoom?
- Consider the audience

COORDINATE COMMUNICATION

- Coordinate with those that need to know
- Have follow-up email ready
- Give hope for potential re-hire(s)

MANAGE THE COMPANY BRAND

- Disgruntled employee(s)
- Monitor social media; manage reputation



Infectious Breakout

COMMUNICATE PROMPTLY

- Gather facts, assess the risk of infection
- Consult with Legal, executive leadership
- Educate employees; consider FAQs

ANNOUNCE SAFETY MEASURES

- Outline the steps to ensure safety for all
- Follow state quarantine guidelines
- Address absenteeism

MANAGE OPERATIONS FOWARD

- Assess succession planning if necessary
- Adjust operations as needed
- Communicate status consistently



Mood



Sad



Happy



Stressed



Anxious



Fatigued



Neil Webb
@neilmwebb

"You are not working from home; you are at your home during a crisis trying to work."

I've heard this twice today. I think it's an important distinction worth emphasizing.



Stop Trying to Be Productive

The internet wants you to believe you aren't doing enough with all that "extra time" you have now. But staying inside and attending to basic needs is plenty.



HR Solutions
& Services LLC

VIRTUAL CULTURE AMBASSADORS



WALK THE 'VIRTUAL' HALLS

- Chime in on Slack, Zoom chats, etc.
- Inspire motivation, wellness

SPOTLIGHT ON STORYTELLING

- Creative problem solvers, ingenuity
- Most spirited, most resilient, etc.

PURVEYORS OF HOPE

- Foster a virtual environment
- Align with 'quarantine collaborators'



CULTIVATE CULTURE VIRTUALLY



Finding ways to reimagine a business-as-usual environment that minimizes disruptions for the organization requires a fine balance.

- Virtual 'lunch and learns'
- Create a virtual 'breakroom' – a safe space to talk all things NOT COVID-19
- Set examples of company culture in a COVID-19 'era' – What's the norm now?
- Encourage open communication + feedback on about what's happening
- Incentivize positive culture with virtual rewards: Online gift cards, tech extras



Planning next steps



Business Operations

BUSINESS MODEL SHIFTS

- Assess essential functions
- Communicate new job descriptions
- Ensure understanding of expectations

PREP EMPLOYEES FOR CHANGE

- Communicate the need for adaptability
- Cross train employees
- Keep open lines of communication

COMMUNICATE CONSISTENTLY

- Centralize info
- Monitor and manage misinformation



POST COVID-19 RECOVERY PLANNING

BACK TO OFFICE AFTER WFH

- Transition back to office life
- What is work culture post COVID-19?
- Manage expectations

REALIGNMENT OF BIZ & JOB ROLES

- Supply chains, market demands
- Cost reduction, operational efficiencies
- What is the re-hire plan, if applicable?

SHORT + LONG TERM PLANNING

- Centralize info
- Monitor and manage all communication



CRISIS COMMS BEST PRACTICE



holding statements

emergency contacts

approved messaging

templated announcements

templated press releases

social media policy

designated spokespersons

virtual culture ambassadors





Eileen Angulo

Chief Solutions Officer, HR Solutions & Services LLC

4195 Chino Hills Parkway #665

Chino Hills, CA. 91709

(909) 479-0473 Office

(909) 641-9003 Cell

eangulo@hrsolutionservice.com

www.hrsolutionservice.com



HR Solutions
& Services LLC