

Leaders: Giving reassurance during times of uncertainty

Communicating during times of uncertainty is very similar to communicating during ongoing change.

The challenge: communicating when the situation changes regularly and/or no new information is available.



Leaders must offer regular updates with verified information.



If you do not know the answer, say so. The best approach in crisis communication is to be human, empathetic and honest.



Reinforce policies and procedures that, unless communicated regularly, may quickly be forgotten by employees and ignored, leading to complacency.



Empowering employees to be part of the solution in these types of scenarios can be helpful. It makes them feel empowered and potentially less anxious.

Review all current travel plans.

For crisis communications, always consider employees' personal anxieties.



Effective leadership when people are working virtually

The key point is to overcommunicate with – and be visible to – your virtual employees.



Hold mandatory daily meetings



Be more available, listen when team members share anxieties, and be supportive



Be a positive role model and follow all safety guidelines



Stop speculation and gossip from spreading

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