

Top 5 **COVID-19** Pitfalls to Avoid

Not Having an Organizational COVID-19 Strategy

The COVID-19 pandemic is changing the environment we live and work in on a daily basis. Many organizations are navigating this crisis without a strategy to focus their actions. Defining a framework for how your organization will bring specific tools and protocols together to protect your team is imperative for achieving success. An intentional strategy also makes it easier to share your approach with stakeholders and secure their buy-in.

Forgetting About Communications

A communications plan is a key ingredient of a successful approach to thriving during COVID-19. Your strategy and the tools are only as good as the people that use them. Understand that you have internal and external stakeholders, and appreciate that messaging to all must be consistent, yet uniquely tailored. Set everyone up for success by sharing the 'why' behind all aspects of your strategy and be there to respond meaningfully to their concerns.

Keeping Up With the Joneses

In these unprecedented times, it can feel like the 'blind leading the blind' in terms of COVID-19 protective measures being used, the use of personal protective equipment (PPE), and the rigour by which organizations approach keeping their workplace safe. All businesses are unique in their operations and borrowing approaches from other industries without understanding the rationale for their approach can be inefficient, costly, and potentially risky. For ideas that come forward, see how it fits or does not fit with your strategy, and act accordingly.

Why Choose Us?

From re-opening to thriving again, we have the experience and knowledge to support you every step of the way.

Top 5 *COVID-19* Pitfalls to Avoid

Ignoring the Customer Experience

Keeping the customer experience front of mind when you are building your COVID-19 strategy is critical to seeing patrons return to your business time and time again. Your customers may have hesitations in returning, but when you factor in their perspective, you can create an environment that is not only safe, but also engaging and comfortable for them. Keep in mind, the goal is not to recreate a hospital, but rather to introduce protective measures that make sense for your workplace. An ideal client experience is still attainable, and in fact, COVID-19 may afford an opportunity to innovate to a new level of experience for your customers.

Overlying on Personal Protective Equipment (PPE)

PPE alone is not the answer to keeping your team safe. There are many other measures, including screening, physical distancing, effective hand hygiene, enhanced cleaning protocols, and the avoidance of face touching which should be embedded before PPE is addressed. For any PPE that is contemplated, work with your employees to ensure they understand why they should wear it, when they should wear it, how they should wear, store, and clean it.

Why Choose Us?

From re-opening to thriving again, we have the experience and knowledge to support you every step of the way.
