

Coronavirus Communicating through crisis



COVID-19

#keepbusinessworking

5 It is not enough to be legally or scientifically correct

This means you DO have to be legally and scientifically correct but you also need to have and show empathy. Understand that even if you are confident everything will be OK, your staff may not be feeling that. They have families, mortgages, rents and other commitments. Reinforce government and scientific messaging with your own company news. It's about reassurance but it must be founded on trust and truth.

of Marketing can speak about what you are doing to let people know you are still open for business. Only use the CEO for the most important announcements and for the biggy: when you are finally through it to thank all your staff for their efforts.

Together we'll keep business working.

Information kindly provided by Orchid Communications

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6 People are forgiving, but they won't tolerate arrogance, lying or gross incompetence

You have their lives and livelihoods in your hands. We all know the virus will impact our lives in some way – either physically or financially – or the life of someone close to us. If you get a decision wrong, people will understand as long as you can show you have acted in good faith, having taken all the known factors into consideration.

7 Government and the media will expand their roles in a crisis if there is a public perception that the organisation is not doing all it should

This is particularly true of the media in this instance. There is so much that is unknown, so much that is unpredictable about this crisis that the media is trying to fill in the gaps but not always from an informed position.

Be totally clear and proactive with your comms to staff and customers so that if something does appear in the media about your business or your industry, your truth is already out there.

8 The magnitude of the crisis dictates the level of the executive who responds

It doesn't always have to be the top bod who delivers updates. Use your senior people well, depending on the message you want to give out. So your Head of HR can speak about employment issues and your Head

Please contact us at
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