

**home<sup>®</sup>**

**COVID-19:**

**A communicator's toolkit**

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Your go-to resource of tools, templates and ideas  
to keep your business moving

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# Introduction

**As an agency, we've understandably been having lots of conversations and questions from our clients asking for support in keeping business going, communicating, and engaging with their employees during COVID-19.**

We wanted to offer out some of the best practice we're seeing globally, and some of the tools, tips and templates that you might find useful during a climate that's changing by the day. We've structured this toolkit based on answering the biggest questions or working challenges our clients are facing right now. Each segment features our recommended solutions to keep momentum and business moving.

This is where our sector comes into its own. Internal communicators, HR and employee engagement professionals are collaborating to continue to provide a great employee experience in the face of changing policies and ways of working. Please do download, freely use and share the tools and templates you find in this toolkit. We hope you find it helpful.

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# How should we deal with our business as usual communications?

Thinking differently about solutions

At its peak, we might see COVID-19 impacting **1 in 5 of the UK workforce**. We can't ignore the enormous impact this would have. That being said, business as usual must go on. That means business as usual for the experience we're providing our employees too.

Internal communications, HR and employee engagement teams will all need to juggle changing demands and ensure our messages are landing, and we're continuing to engage our teams. There's a lot of information out there, for both businesses and individuals. At Home we've got a very clear stance. **Where possible, just keep things moving. Don't stop communicating or engaging your people.**

Whilst the advice here will continue to evolve, we've been exploring some short-term actions to get the most impact from your business as usual communications and channels.

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# What if we need to postpone an in-person event?

Many businesses are postponing or cancelling employee events and leadership conferences. Where possible, we're working with our clients to not miss the opportunity to connect and engage with employees. That means we need to think differently.

Let's not pause the conversation. Businesses need to keep moving, and it's our role to ensure everyone has the information, inspiration and conversation they need to make that happen.

Whilst nothing will ever replace face-to-face, we've built out some 100% virtual recommendations.

Thinking differently about solutions

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# What advice do you have for **virtual collaboration**?

We're already seeing business policies covering international travel bans, larger gatherings and closing canteens. Global and regional teams are contingency planning for hosting smaller team meetings virtually.

Again, our collective focus is business as usual. We're simply working within a new climate in the short term. We still need to plan our work, collaborate with our teams and focus on our visions.

Let's continue to innovate, collaborate and plan. We've shared how we've taken some of our face-to-face formats to build virtual agendas.

Thinking differently about solutions

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# How do we equip our line managers **with the information they need?**

Thinking differently about solutions

As with any communication, line managers are often the first point of questioning for employees. We know that it is – and will continue to be – a long-term challenge for many businesses. As with any other topic, our advice is to make life easier for your line managers. We need to ensure we're equipping them with simple, relevant and focused communication tools so they're able to have the right conversations with their teams about COVID-19.

We recently published Roundel 2020, a piece of global research into employee experience trends and practices, 46% of respondents said if they could improve only one aspect of their employee experience, it would be line management capability to communicate and engage with teams. We need to better support this audience now more than ever.

These tools are designed to help your line managers with the big conversations they'll need to be having with their teams, who will all be questioning new ways of working, policy changes and evolving timelines.



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# Need extra support?

These ideas aren't bespoke, they're just starters to help you think differently about the current challenges. They are some of the high-level solutions we're seeing our clients work through. There's so much good general advice out there, but if you have a specific challenge you'd like to just chat through, our lines will always be open.

Give us a call on **0117 9411 200**. We've also set up a dedicated mailbox at **support@thisishome.co.uk** if you'd like to request sample agendas, tools or templates to help you.

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