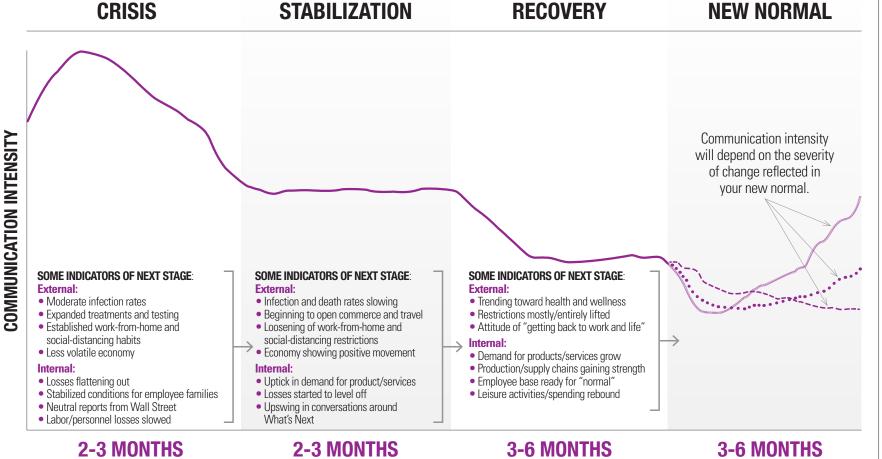
Communication Roadmap in the Time of COVID-19



TONE: Empathy, Clarity, Safety

MESSAGE: The person – their safety & wellbeing - is of utmost concern.

CONSIDERATIONS: People will be worried, panicked about their health and about their livelihood. They will need very clear direction and answers to questions. Anticipate those guestions and have answers at the ready. This will build trust in your organization and leadership.

TONE: Empathy, Strength, Acceptance

MESSAGE: Reflect on what we've been through, look ahead to what's next.

CONSIDERATIONS: Some will have lost a lot (and may still be experiencing loss); some will have lost a little. Each story is important. But the collective worst should start to be behind us. Time to assess/reflect on what's behind, acknowledge loss and cast vision for what's ahead.

TONE: Empathy, Action, Future

MESSAGE: Take action steps against your plans. We're ready. We can do this together.

CONSIDERATIONS: Some will still be scarred and scared. Some will be antsy and ready to jump back in. Proceed gently, yet firmly. Cultivate new norms and start setting and implementing expectations, routines, processes. Put into practice what was learned along the way and draw unity from what everyone went through together.

TONE: Empathy, Excitement, Success

MESSAGE: We are back. Things are working well. We are hitting a groove.

CONSIDERATIONS: It's a new time for all of us. We need to get everyone back on board and engaged and ready to forge ahead in a new way in service to each other. You may be hitting the one-year anniversary of the COVID-19 pandemic. Reflection is appropriate, as well as celebrating continued learnings and success.

NOTE: Empathy is the key voice through which to communicate during each stage, as the changes we've all experienced are also expressions of grief and loss. Empathy is necessary to meet people where they are and gently encourage them along to whatever is next.