

EVERYONE WINS WHEN EMPLOYEES FEEL SUPPORTED

Almost everything about business has changed during this unprecedented pandemic, from where we work to how we communicate. It's important, however, for employers to not lose focus on what hasn't changed—their people. Without people working, there is no business. Focusing on employees' well-being (emotional, physical, financial, and social) will help keep them engaged, productive, and present.

“Clients do not come first. Employees come first. If you take care of the employees, they will take care of your clients.”
- Richard Branson

While perhaps different from traditional approaches, abundant opportunities still exist to listen to and support employees, despite not being physically together. Engaging an employee population to “check in” regarding their needs should be part of every company's organizational strategy. Many employees are suddenly wearing multiple hats as parents, employees, teachers, chefs, and activity directors, to name a few. Others have been isolated and detached from their peers, creating unanticipated individual challenges.

As an employer, the opportunity to support your employees is crucially important for business continuity. So—where do you start? First, the simple act of intentionally listening to concerns and, if possible, offering a more flexible work/life balance will always win loyalty from employees. Here are three additional supporting actions that will benefit employees during times like these:



Transparency

Improving the content and frequency of transparent communication between employers and employees is vital right now. Communicating in a thoughtful, direct way about how you, as an employer, are handling the emotional, physical, financial, and social well-being of your employees is reassuring, as are weekly updates, video town hall meetings, open forums for Q&A, and discreet and anonymous feedback options. All of these platforms allow employees not only to be heard, but also to express their fears and challenges.



Accommodation

Although employers have a limited number of resources available to them in terms of their ability to solve issues in this area, listening, understanding, and trying to help employees through their individual challenges is always the right thing to do. An open dialogue might create a deeper understanding of a need, which may in turn reveal a workable, creative solution. One example is providing “hot spots” for those in Wi-Fi deserts; or allowing flexible schedules beyond “normal” work hours, both of which show compassion and an “employee-first” focus.



Tone

Employers' engagement and communication should always strive for a consistent message and balanced tone. Re-assuring employees that their company's leaders are working with them through this crisis on a daily basis sets a tone of, "We're all in this together" and "We are here to support you no matter what." Compassion, patience, and grace will reinforce this during this unprecedented time.

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Stay healthy and stay safe. [#btdoingourpart](#)