

Prepared for you by

A-Train Marketing

Because it *IS* what you say, *AND* how you say it.

LEADERSHIP COMMUNICATIONS IN THE FACE OF UNCERTAINTY

a-train[®]
marketing communications inc.



TODAY WE WILL COVER ...

- Communicating changes to staff & clients
- Instilling confidence in your team
- Empathy in understanding what your customers and teams need from you
- Understanding how much communication is too much or too little?
- The importance of controlling your message
- Adding a bit of levity to a serious situation

WE KNOW WHY WE'RE HERE

- Facing both a global health crisis and economic crisis is a unique circumstance
- Take a deep breath
- Nobody has **THE** answer

BUT THE GOOD NEWS IS ...

WE'RE ALL IN THIS TOGETHER



FACING UNCERTAINTY

Last recession - very different:

- Slow burn
- Affected everyone differently
- By the time we all realized we needed to do something, we were already in trouble

This crisis it is sudden & urgent, demanding attention & response.

ANYONE IN A POSITION TO LEAD SHOULD LEAD

**We can't
control the
uncertainty,
but we can
control how we
handle it.**



COMMUNICATING TO STAFF & CLIENTS

As a leader, you have 2 audiences: internal and external.
Both are equally important, but **always start from within.**

What happens when you don't control the message?

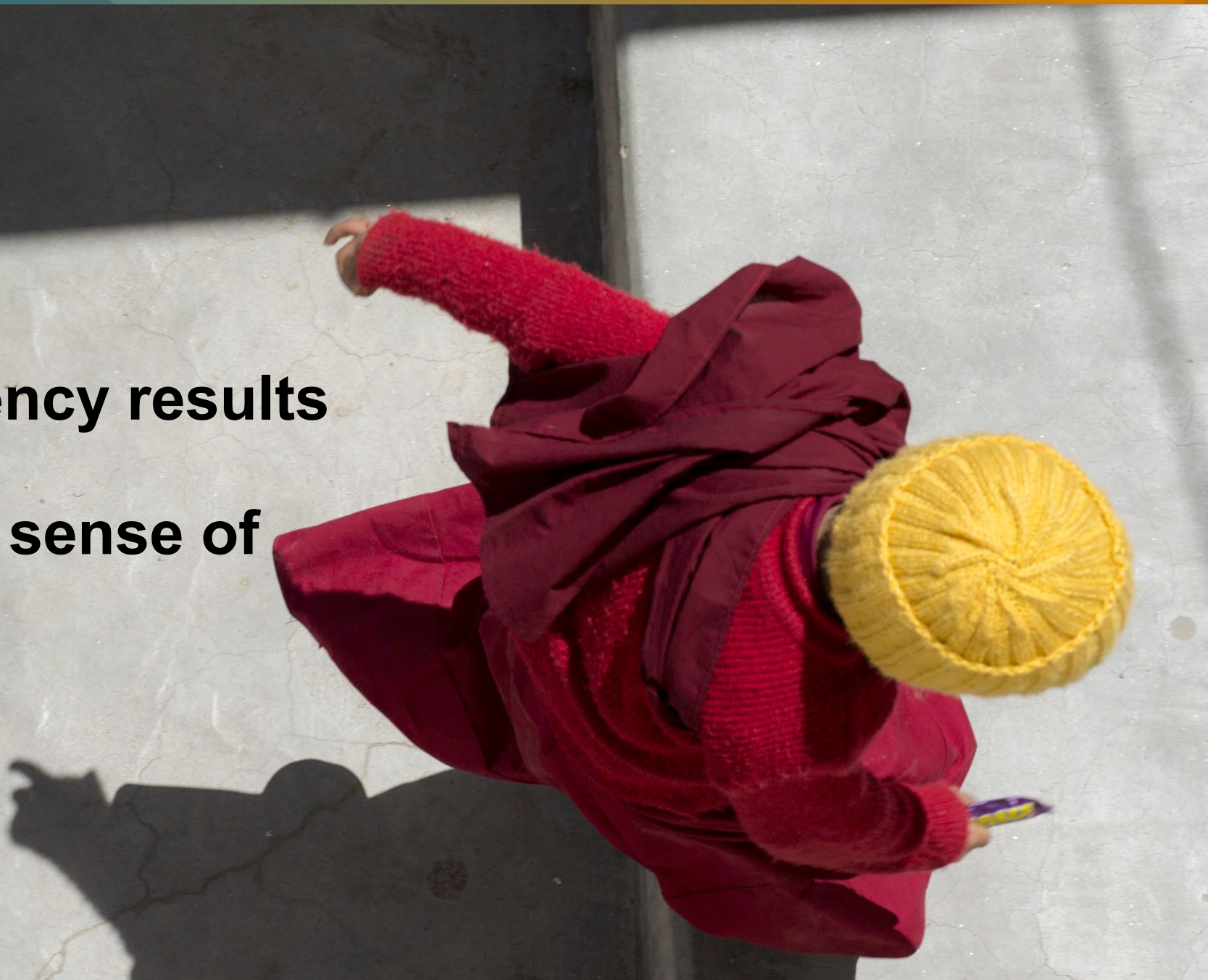
PEOPLE SPECULATE, PANIC AND START RUMORS.

What happens when you take control of the message?

YOU REDUCE ANXIETY AND GAIN TRUST.

**“A lack of transparency results
in distrust & a deep sense of
insecurity.”**

- Dalai Lama



HOW TO INSTILL CONFIDENCE?

- Have a plan
- Explore scenarios: team, client, financial
- Address the hard questions; **SHARE WHAT YOU DO KNOW**
- **VULNERABILITY IS EMPOWERING.** Help others see pure intentions and a commitment to honesty & fairness.
- What about layoffs???
- Get the team involved in brainstorming



**HOPE IS NOT
A STRATEGY**



HOW MUCH IS TOO MUCH?

- There is a lot of noise right now, avoid unnecessary communications
- **BE RELEVANT, STAY CONNECTED**
- Team: set a regular cadence of communication (e.g. weekly updates/bi-weekly, informal chats)
- Clients: use a combo of old and new tech; video chat; phone calls; personal outreach. **DON'T RELY ON EMAILS BLASTS.**
- If technology isn't set up for true virtualization, find tools that are easy to use/implement. **MANY TOOLS ARE FREE**

A close-up photograph of a person's hand holding a small, white rectangular card. The hand is positioned on the left side of the frame, with fingers gently gripping the card. The card is held in front of a blurred background that appears to be a person's face and shoulders, wearing a light-colored shirt. The top of the image features a horizontal bar with a gradient of colors: blue, teal, and orange. The text on the card is in a bold, blue, sans-serif font, arranged in three lines.

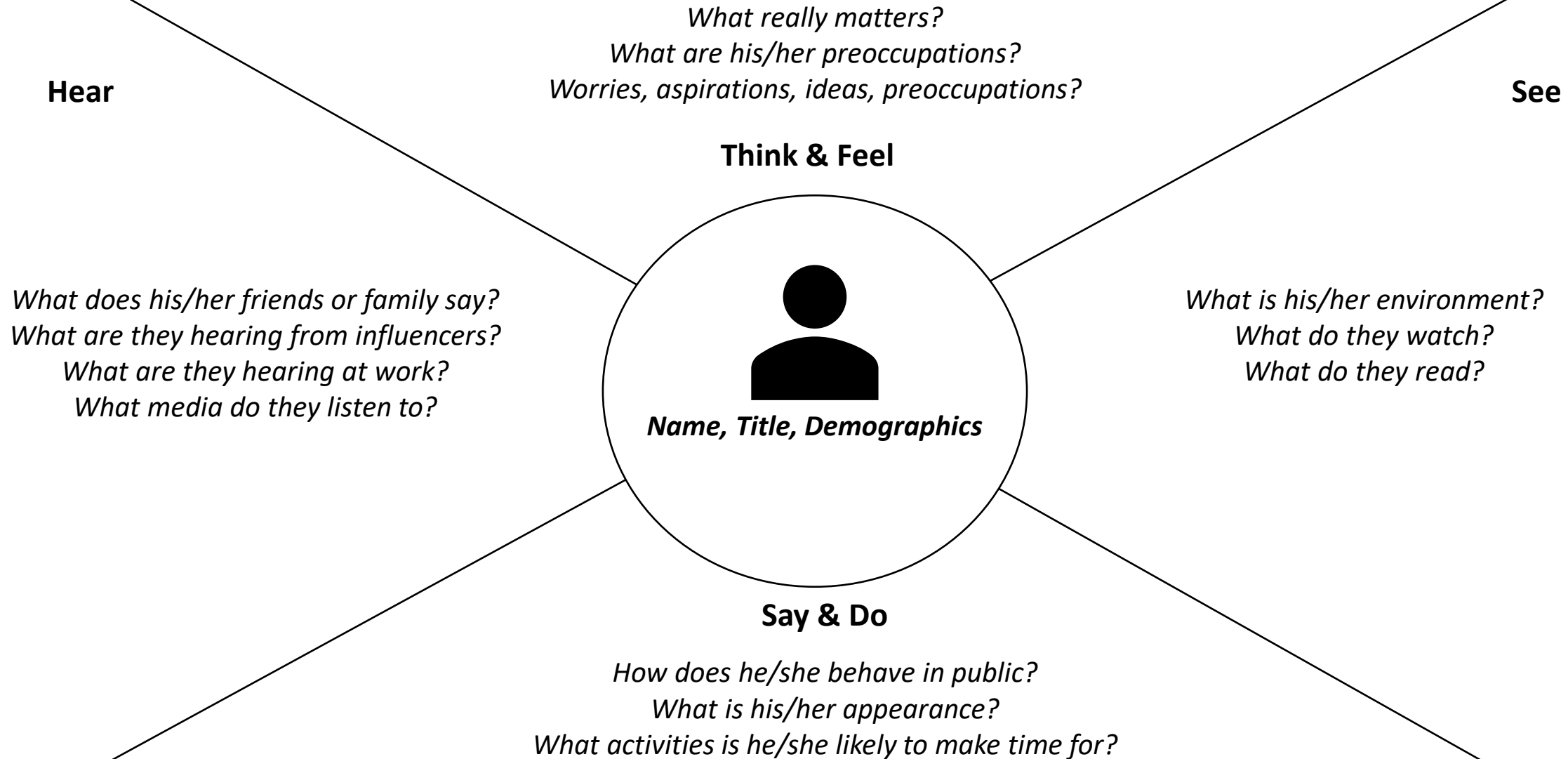
**IF YOU DON'T CONTROL
YOUR MESSAGE,
SOMEONE ELSE WILL**

EMPATHY IS CURRENCY

- **Think from the perspective of your employees**
 - How are they impacted?
 - What is their family situation?
- **Think from the perspective of your clients**
 - How is their business impacted NOW?
 - How will it be impacted in the FUTURE?
 - What can you do to show them support and compassion?
 - While it is not a time for aggressive selling, offer what you can if it helps.

EMPATHY MAPPING FOR CRUCIAL CONVERSATIONS...

Empathy Mapping Cheat Sheet



CRISIS RESPONSE TOOLKIT

For many clients we serve, we are recommending a crisis communications “toolkit” that includes

- E-blast series that is labeled as such
- Webinar platform/promotion strategy
- Social media graphics for branded posts
- Content Calendar – subject matter expertise and tips (5 ways to combat feelings of isolation)
- FAQs – internal and external
- Internal notices: virtual meetings/expectations

LEVITY TAKES THE EDGE OFF



And, just like that, no one ever asked a Stay-at-Home mom what she does all day ever again.

SUMMARY

We can't control the uncertainty, but we can control how we handle it.

- ✓ You are in control
- ✓ Be honest
- ✓ Be consistent
- ✓ Stay relevant
- ✓ Stay calm
- ✓ Stay optimistic
- ✓ Be generous

DID YOU KNOW?

Loss of trust is one of the most common reasons that clients and employees exit a company relationship.



THANK YOU!

Questions?

Gretchen Gaede

gretchen@atrainmarketing.com

atrainmarketing.com
970.419.3218

a-train[®]
marketing communications inc.

Gretchen Gaede



Gretchen Gaede, President

A-Train Marketing Communications, Inc.

Gretchen Gaede co-founded A-Train Marketing Communications, Inc. in 1998 with a mission of helping drive the greater good through creative and strategic marketing, advertising and public relations solutions that are designed to gain aggressive results for clients worldwide.

Beyond winning dozens of national awards for creative marketing and advertising campaigns, she was recently added to the list of the Top 100 female entrepreneurs in Colorado by the Colorado Business Journal and listed as one of the 2019 Enterprising Women of the Year by Enterprising Women magazine. In May of 2010, Gaede was honored to accept the Governor's Award for Outstanding Colorado Business at the annual statewide Service & Leadership Awards given on the State Capital steps in Denver, CO.

From the start of her journey as an entrepreneur, she has made a commitment to giving back and has provided hundreds of volunteer hours to non-profits and initiatives supporting women and social justice including WomenGive, Boys & Girls Clubs, Food Bank of Larimer County, Project Self-Sufficiency, Suicide Prevention Initiative, and Crossroads Safehouse.

She currently holds executive board and planning positions for several organizations including the National Audubon Society, TAB Alternative Board, and the Women's Presidents Organization (WPO).