

Business Continuity and Communication During COVID-19



There is a lot of uncertainty and rapid change as we all work to lead through the COVID-19 pandemic and transition to a new normal for work and daily life. Employees, customers and communities are counting on business leaders to protect business continuity, adapt operations and maintain seamless connections between teams, customers and stakeholders.

Credible, clear and consistent information from trusted leaders is a crucial business strategy in any crisis, but it is especially important in a more sustained situation like the one we're currently experiencing. The following checklist provides guidance for using communication to support people and organizational continuity during this time.

Team and Leadership	
	Select a dedicated leader and/or cross-functional task force to stay current on the rapidly changing situation.
	Activate and refresh business continuity plans, including work-from-home guidelines, customer service continuity and department-level management.
	Ensure leaders model calm behavior while providing organizational clarity.
	Set clear expectations for employees, customers and stakeholders.
	Connect frequently with direct reports, teams and employees.
Process and Tools	
	Communicate clear guidance on employee policies, procedures and available support (e.g. sick leave, payroll, childcare)
	Ensure work-from-home technology and supply needs are addressed.
	Establish guidance for how to use and leverage internal communication channels.
	Share best practice information to help workers care of themselves, stay connected and remain productive.
	Be thoughtful about external brand marketing or messages that could be misperceived.
Content and Cadence	
	Provide regular, proactive updates – even if there's nothing significantly new to share – to minimize speculation and put people at ease.
	Keep teams connected through daily and weekly meetings or check-ins.
	Communicate simple, factual information from credible sources to maintain trust.
	Use a multi-channel approach to engage internal and external stakeholders.
	Act in alignment with organizational values and culture.

Do you need additional help? Schedule a consultation with our certified crisis communication experts.

