

# How to Mobilize your Workforce throughout the COVID-19 Crisis

Throughout the COVID-19 crisis, Toffler Associates has been in close discussion with our clients and broader government network. In our efforts to remain connected, we have heard so many leaders share challenges in how they are keeping their workforce engaged and productive.

The transition to the environment we are now in was nearly immediate and did not give much time for organizations to plan and prepare culturally, technologically, or structurally. The enduring nature of the crisis necessitates organizations to now operate as close to 'normal' as possible. We know the COVID-19 crisis environment won't last forever, and we also know that we won't bounce back to what we knew work to look like prior.

### How organizations and leaders respond to this time will shape perceptions for years to come.

The challenges leaders are facing and will face in engaging their workforce are ones Toffler Associates has years of solving for through our design foresight thinking workshops, engaging facilitation and moderation sessions, Full Spectrum Exploration®, and PROPEL® workforce coaching. Toffler Associates can help you **Create Your Legacy** by successfully engaging your workforce, increasing productivity, and caring for your employees and their families in this time of need.

Toffler Associates is a Woman Owned Small Business, consulting firm offering significantly discounted rates for the government through our GSA PSS contract (GS-10F-0414N). We are a commercial provider of government services eligible for simplified acquisition engagements in accordance with FAR Parts 2 and 13. Depending on scope, engagement fees may fall within simplified acquisition thresholds that may have been authorized and increased due to the emergency/major disaster of COVID-19. This makes for efficient and expedient use of Government-wide commercial purchase card.

### Our "What Now" Approach to get the workforce engaged virtually:

Toffler Associates will execute small-scale services, accessible through simplified acquisition to help teams solve problems virtually and efficiently in this COVID-19 environment.

Our service includes:

1. An intake call with Executive(s) / Leader(s), shaping a specific problem/challenge to work and gain deeper understanding of team dynamics
2. Toffler Associates will build an action plan for engaging virtual activities, specifically designed for the selected problem/challenge
3. Toffler Associates will moderate a number of sessions\* to engage teams to tackle challenges
4. Toffler Associates will conduct a virtual out-brief with the Executive(s) / Leader(s) to share best practices and coaching to utilize going forward

\*Note: variable by scope and needs of the client

## What legacy will you leave in the wake of COVID-19?

**Take the next step, contact us to schedule a consultation to mobilize your team!**

Dave Baber  
dbaber@tofflerassociates.com  
+1 (703) 635-0506

### What we're hearing from your peers:

*I'm having a hard time keeping my team engaged, a lot of our work has disappeared so we're not very productive right now.*

*I'm having a hard time being virtually connected to my team and creating the new rituals that we used to practice in the office.*

*We aren't fully operational with our tools and technology which is limiting our productivity.*

*People are struggling with trust in a virtual environment, we had a very hands on culture and we don't know how to engage and enable in this new normal.*

*Our team is overcompensating for a lack of physical engagement by piling meetings on the calendar – we aren't effective because we're spending all of our time talking and not getting the work done.*

### Sample Questions We Can Explore:

- What new risks does a fully remote workforce introduce?
- What new norms, rituals, and behaviors are required?
- What does "virtual trust" look like at my organization? How is it built / lost?
- How can I accelerate or complete the strategic planning process with a fully virtual team?
- As a leader, how do I balance employee care with the need to keep productivity high?
- How can leaders provide the space for employees to reset, refresh, and replenish themselves during what is typically a high-vacation period?