

PROPELLER

# COVID-19 & EMPLOYEE ENGAGEMENT STRATEGIES

CONNECTING THROUGH CRISIS

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# GOAL

Retain company culture, collaboration and communication while employees are WFH during the stay-at-home orders.



R O



FORRESTER 2020

**ONLY 48% OF WORKERS HAVE  
CONFIDENCE IN HOW THE HEAD OF  
THEIR COMPANY WILL HANDLE COVID-19**

FORRESTER 2020

**BARELY HALF — 55% — OF EMPLOYEES  
THINK THAT THEIR COMPANIES WILL PUT  
THEIR HEALTH AND WELLNESS FIRST**

FORRESTER 2020

**MORE THAN HALF — 59% — OF  
WORKERS ARE “AFRAID OF THE SPREAD”  
OF THE CORONAVIRUS.**

FORRESTER 2020

**ONLY HALF — 52% — WORKERS FEEL  
THEY HAVE THE FLEXIBILITY AT WORK TO  
TAKE CARE OF FAMILY MEMBERS IF NEEDED**





*“My mission in life is not merely to survive, but to thrive; and to do so with some passion, some compassion, some humor, and some style.”*

MAYA ANGELOU





VOLATILITY TO

## VISION

Actively communicate the vision and make meaningful connections to the 'new normal'



UNCERTAINTY TO

## UNDERSTANDING

Conduct pulse checks to assess employee well-being and barriers to work effectiveness (increased caregiving, home-office limitations etc.)



COMPLEXITY TO

## CLARITY

Prioritize work to focus on supporting colleagues with client-work and engaging in CSR activities



AMBIGUITY TO

## AGILITY

Continue to provide the context, tools and resources to deliver good work & well-being in a remote environment



# APPROACH

- **Adopt a change management approach** to the new way of working through sustained communications and support; incentivization; employee recognition (sustainment)
- **Tailor engagement efforts to impacted groups:** parents with primary school age children, parents with pre-school children, employees with clients, employees living alone, employees in covid-19 high-risk health category, other employee caregivers
- **Mitigate potential barriers to performance:** fear of job loss, work-life balance (employees with homeschooling responsibilities), feelings of isolation/stress/anxiety/helplessness





# ACTION

- Leverage six dimensions of wellness
- Helping others can enhance wellness: ramp up a “**buddy system**” especially with highly impacted employees; ramp up CSR activities that maintain client relations, independent public covid-19 relief efforts
- Develop leadership workshop/toolkits to support employees during crisis
- Communicate availability of confidential EAP options to expense items to make home office more user-friendly; expense online fitness in lieu of gym memberships
- Social initiatives that are inclusive





# MEASUREMENT

- In-house pulse-checks looking at well-being and barriers to performance (MS Forms and other licensed tools)
- [SAP Qualtrics Remote Work Pulse](#) (complimentary)
- [Culture Amp Emergency Response Covid-19 Survey Template](#)
- Manager 1-1s
- Team meeting observations
- Slack Analytics
- [Gallup Covid-19 Leadership Audit](#)





# SUCCESS CONSIDERATION

For a comprehensive and effective EE effort to succeed, the managers will need to step up and make a commitment to their team. Companywide implementations are much harder to execute, track and measure. If managers are owning the responsibility for their team, the effectiveness and overall participation levels will be higher.

