PROPELLER

COVID-19 & EMPLOYEE ENGAGEMENT STRATEGIES

CONNECTING THROUGH CRISIS

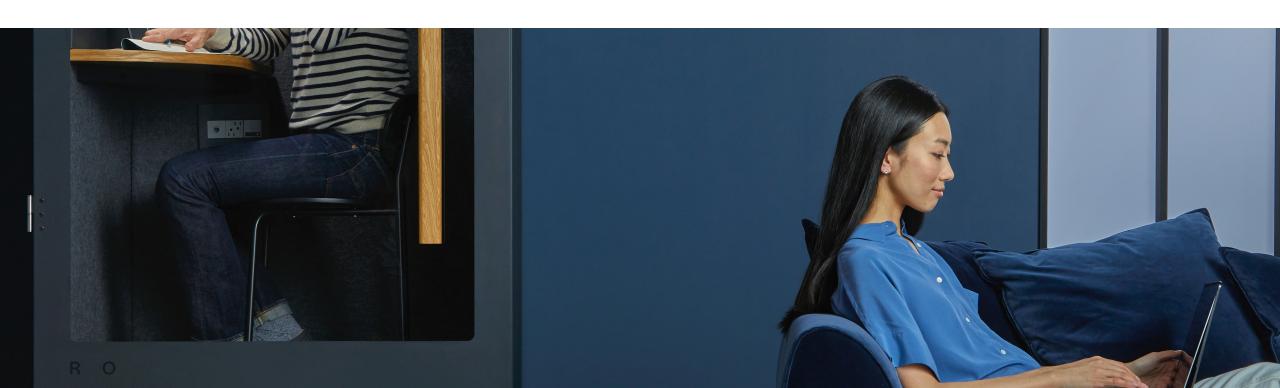
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GOAL

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



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

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

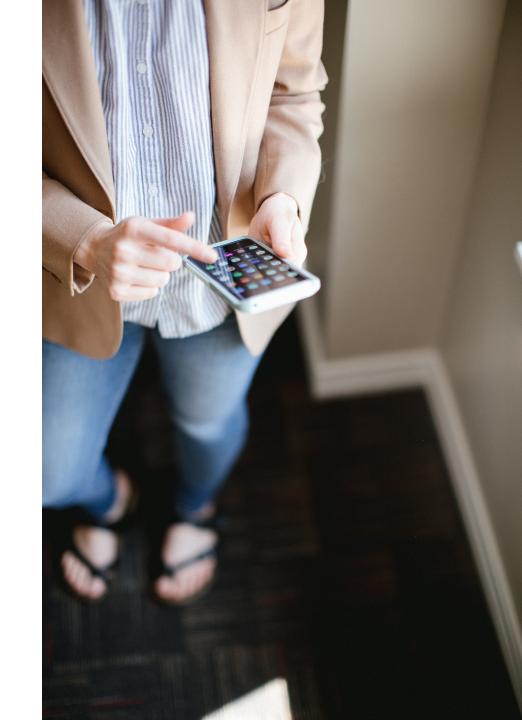
AGILITY

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)
- <u>SAP Qualtrics Remote Work Pulse</u> (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 with be higher.

