



A Roadmap to Navigate a Post- COVID-19 Workforce

Overview

KWI is committed to helping organizations build the confidence of employees as they navigate workforce strategies for a post-COVID-19 recovery. Communicating how your organization will take precautions and encourage social distancing during the coronavirus pandemic can provide confidence and a better transition in the workplace. While less than half of employees think businesses are protecting essential workers and preparing for recovery, only 10 percent of leaders are prepared. Our team helps organizations take care of your people, lead and manage through a changing environment and prepare and pivot toward the future.



What we do

Leaders should consider more than just the financial and operational needs of the business when navigating the workforce implications of COVID-19. Understanding the mindsets and issues of your employees is essential for shaping if, when and how you bring them back to work in a post-COVID-19 environment.

These are the six core components KWI will address to help organizations navigate a post-COVID-19 workforce:



Workforce community assessment – Understand employees' mindsets and areas of concern



Business evaluation – Gather insights on the financial and operational weaknesses and opportunities



Scenario planning – Run through scenario plans based on insights



Change management and communications plan – Develop a proactive, insights-based program playbook



Communications – Deploy a team of experts to handle workforce communications at all audience levels



Monitor and measure – Use ongoing workforce pulse checks and business evaluations to adapt and inform plans and communications



Our process



Purpose

- Identify goals, objectives and approach
- Align with broader social guidelines and regulations
- Create commitment-based messages



People

- Conduct workforce community assessment
- Reflect insight into recovery plans
- Produce and communicate materials and tools



Process

- Define procedures, policies and programs
- Train leaders and managers
- Implement new operational practices
- Create capability-based messages



Prospect

- Identify opportunities to reimagine the future
- Pivot to the future by aligning recovery plans with a longer-term vision

Your message matters

How you communicate your message is just as important as what you communicate. In communicating the “why” and “how” of the plan to assimilate your workforce in a post-COVID-19 environment, message development will play a critical role in how well employees understand and adopt the plan. KWI uses curated commitment (why) and capability (how) messages as part of our strategy to address change management in communications. These messages are intended to address mindsets and, in some cases where training is needed, skill sets. Improving employee capabilities is the most effective way to sustain performance through change and should be the focus of communications.

www.kwicommm.com | info@kwicommm.com
404-480-2579 | 50 Hurt Plaza SE #1400, Atlanta, GA 30303