

Look Closely: Crisis Also Creates Opportunity

During these unprecedented times, changes brought about by COVID-19 have created a great deal of uncertainty in every industry across the nation. With an unknown timeline to aid in recovery efforts and questions surrounding the “new normal” of the future, leaders are left facing a great number of challenges. In the midst of these challenges, if we look closely we can oftentimes also identify great opportunity! While navigating the day-to-day, take some time to review how key action steps taken now can positively impact the future.

HOW ARE YOU COMMUNICATING?

Communication is king in any crisis situation. It’s important to be sure you are in constant communication with not only your staff, but also your residents, family members and community.

COMMUNICATING WITH FAMILIES:

Document & communicate cleaning processes, letting staff & families of residents know you are using EPA certified products to disinfect and sanitize against COVID-19.

Ensuring families know their loved ones are safe? Share the things your team is doing to keep their family member happy during these unprecedented times?

Identify alternatives to having loved ones visit in person. Local communities are in need of good in the world! Sharing your efforts socially can be used to brighten the day of others!

COMMUNICATING WITH PUBLIC:

Consumer confidence is at an all time low as community spread continues to impact every state. Use this time to share your procedures with the community as well. It’s a great way to market your best practices!

COMMUNICATING TO STAFF:

Communicate the efforts taken to keep staff members safe as well. This not only helps with community perception, but can help in long-term efforts to recruit passive job-seekers! You can even share the steps you are taking to show ongoing appreciation for your staff.

Consider incorporating daily huddles as a way to engage staff, review new information, reinforce best practices and offer consistent messaging.



COMMUNICATING WITH RESIDENTS:

Make sure you or a staff member are updating residents on policy changes. Allow them to ask questions & share fears. Reassure them.

Residents still need social aspects in their life, even with changes in group activities and communal dining. How are you keeping spirits high among residents?

COMMUNICATING FOR THE FUTURE

Document and share your activities during this time as a way to market yourself not only now, but into the future?

Prepare ahead of time: what will your procedure be if a resident or staff member tests positive for COVID-19? By writing press releases and doing the work ahead of time, you eliminate the added stress “in the moment” when being challenged with the impact a positive case will have on you and your entire community. Consider the following:

*What is your message? Who is going to be in charge?
How will you prove you’re taking all required and necessary steps to keep other residents and staff safe?*

DON’T FORGET ABOUT YOU

Leaders think about their team, their customers, everyone else but themselves during regular operations. This is emphasized in challenging times. You have to take care of yourself and make it a priority. Rest, disconnecting, decompressing, all of these things need to be done in order for you to continue to offer strength to others, and leadership to everyone.



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