

Thoughtfully Reopening your
Business in this World with Covid-
19

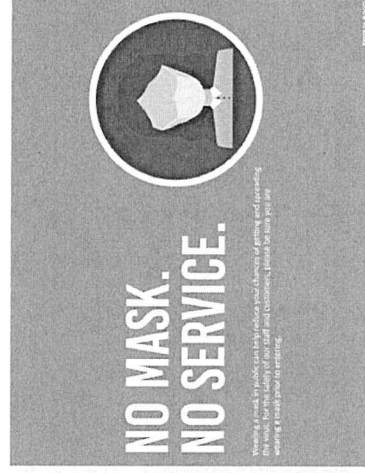
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What is the “new” normal?

Then



Now



Road to Resilience

- Build your connections
 - Prioritize relationships
- Foster wellness
 - Take care of your body
 - Practice mindfulness
 - Avoid negative outlets (excessive alcohol, smoking, etc.)
- Find purpose
 - Help others
 - Be proactive
- Embrace healthy thoughts
 - Keep things in perspective
 - Accept change
- Maintain a hopeful outlook
- Seek assistance

Creating a positive environment for staff and customers

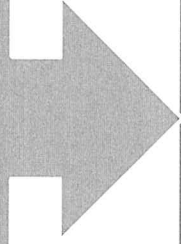
- H-humanize your company
- E-educate about change
- A-assure stability
- R-revolutionize offerings
- T-tackle the future
- The HEART framework comes from the Harvard Business Review
 - Sustained crisis communication
 - Make current and future customers aware of your company's plan for supporting them and providing new value that may be required

Patience, Kindness and Understanding

Set	Provide	Consider	Know	Remind	Utilize	Look
Set clear expectations on customer service telephone lines (acknowledge the frustrating wait)	Provide updates on websites	Consider adjusting policies in light of this extraordinary pandemic (dress code, hours of service, curbside pick-up)	Know that customer service is going to take longer • Acknowledge your change in hours, staffing patterns • Promote new and innovative customer routines • Promote new and innovative staff routines	Remind customers via telephone hold messages, chat queues or on websites about instantly available resources	Utilize the talent of your top performers	Look for opportunities to assist others

Use every resource you can

Acknowledge whether how simple a task or question may seem,
it's going to take longer



Thank customers and employees for their support and hard work

Acknowledge the economic hardships while respecting the threats to life and livelihood that have altered people's priorities and preferences

Empathize with those affected by Covid-19 and spell out the steps you are taking to help customers and employees

Utilize your company's website, mailing circulars and mailing lists to promote your dedication to customers and employees

Use every resource you can

- Keep your messages brief and gracious
- Educate your customers about all the changes to your business including hours, any closures, staff reductions and new regulations/policies that have been necessitated by Covid-19



Revolutionize what customers value about your business

- “Chaos presents opportunity for innovation”
 - -Sun Tzu *The Art of War*
- Show customers that you are willing to go beyond what you need to do for their benefit
- Highlight what your company has learned from the pandemic experience and how these learnings might improve the way your company operates after the pandemic ends
- Signal your company will come out stronger on the other side
- The key is that you and your company have taken ownership of this situation (as much as possible)
- Companies and employees can emerge from this crisis having strengthened their relationships with customers and each other

Questions/Discussion



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Resources

- <https://covidactnow.org/>
- [https://ethics.harvard.edu/
Covid-Roadmap](https://ethics.harvard.edu/Covid-Roadmap)
- [https://www.sccmo.org/39
4/Public-Health](https://www.sccmo.org/394/Public-Health)
- [https://www.stlouisco.com/
/Health-and-Wellness](https://www.stlouisco.com/Health-and-Wellness)

Roadmap to Pandemic Resilience

