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Top 21 Tips on Strategic Communication in Rapidly Changing Times

As many of you know we are experts who have extensive experience in strategic communication.

We have already spoken with many of our clients and thought you might also appreciate some tips on communicating in these rapidly changing and uncertain times.

The purpose of strategic communication is: to inform to increase knowledge, understanding and belief, and to change responses and behaviour.

What we know for sure:

1. Err on the side of caution for personal, team and organizational safety and security
2. Now is the time to stay calm, anticipate & take action
3. Always use and build on what you currently know and do
4. Stay calm – use the self-mastery techniques which work for you now. Keep using them, coach others and increase your use
5. Be aware of how your staff and clients will feel when they read/hear your messages. Align your messages to what you are communicating, why you are communicating them (align to your mission, values, brand) and how frequently they can count on receiving these messages from you
6. Create trust with your staff and clients by consistently communicating what everyone can count on from you, the company and personal leadership
7. Be strategic
8. Anticipate and be ahead of the situation. Be the leader you say you are and that your business is
9. “Do it even before you think to do it” Dr. Garner (Public Health Ontario)
10. Organize & lead a task COVID-19 team. Gather an effective focused task/COVID-19 team of people with diverse strengths (Kolbe initiating Fact Finder strategize, initiating Follow Thru write policies, initiating Quick Start give ideas for now and the future, initiating Implementors perform concrete practical actions/plans i.e. packing up and shipping computers to homes of staff)
11. Include human dimension/impact by including Kolbe, Enneagram personality of your audience and the Emotional Intelligence of the task COVID-19 team to give recommendations on how, what to do, and when to connect with others



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12. Make and implement a safety communication action plan
13. The safety and security of your staff and clients is your utmost priority. Include MOH, Federal directives links to encourage staff to keep themselves informed
14. Designate clear roles, timelines, and huddle frequently (virtually at designated times) throughout the day
15. Think about having Facetime meetings within your company (healthcare organizations are already doing this)
16. All messages to teams and clients should be short, accurate, concise
17. Inform your managers and team leaders so if staff approach them for information staff will receive current and accurate information and feel confident
18. Use one central source for information which is updated regularly and frequently
19. Keep going – many of you have already sent out great messages, have implemented company directives and are functioning on little sleep
20. We are all together – more than ever you are not alone. Stay connected
21. Remember our and your tremendous resiliency

Take Care Everyone.

If you would like more guidance, coaching or help please

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or

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