

THREE WAYS TO HELP PEOPLE #WORKSMART FOR COVID-19 AND BEYOND

#1 EMBRACE NEW WAYS OF WORKING

- **Leverage smart tools and tech** which level the playing field for all workers – not just those who were equipped to work remote anyway.
- **Enable collaboration but also ensure data security and privacy** by explaining to workers that everyone is responsible for protecting data, while initiating practices and procedures that will strengthen data security within a business.
- **Focus on output, not online presenteeism.** Too much emphasis is placed on ‘being seen’ as a proxy for how committed an online worker is to an organization. Ensure clear output targets are set as the measure, rather than being hung-up on specific hours.
- **Create structure for remote teams** via scheduled meetings and informal check-ins, boosting engagement as workers will feel included and clearly understand the value of their daily output.
- **Find online expressions for your culture.** Create a virtual water cooler (e.g. culturally dedicated Slack channels) where employees can run into each other and play out their personal and human sides.
- **Think long-term.** The reaction to COVID-19 will leave behind a legacy on which to build a way of working closer to the needs of people, proving that we are capable of overcoming physical barriers.
- **Think of remote work as not a challenge to overcome but a business advantage to achieve.** By not tying work to a physical location we democratize opportunity and open-up a world of new possibilities.

#2 PRIORITIZE STRONG LEADERSHIP

- **Remember prepared and responsible leadership** is critical to react promptly and competently in a time of crisis
- **Lead by example.** Leaders should be visible in online tools and channels, communicating proactively and engaging in timely conversations where they are happening.
- **Trust teams to be more autonomous** but with processes, responsibilities and clearly defined roles to measure results and readjust behavior
- **Consider how new ways of working and getting work done can contribute to industry transformation,** redesigning business models and diversifying supply chains and markets that will benefit the business in the long-term

- **Remember a good contingency plan is just the start** to creating the basis necessary to seize the opportunities to rethink your company and its leadership in a context of great transformation imposed by the crisis.

#3 STAY FOCUSED ON RESKILLING AND UPSKILLING

- **Help people learn, apply and adapt to new roles** and new ways of working
- **Get ready for more training to move digital.** Webinars and online tutorials “solve” the theme of copresence. Quizzes and tests allow companies to verify learning and keep the engagement curve high.
- **Create a culture that enables people to nurture their learnability** and continually update their skills. The Skills Revolution we predicted is here and it’s happening now, ensuring people re-skill and upskill is how companies will stay competitive and people will be motivated and engaged, bringing value for the long-term.