

TURNING ON THE
lights:



PRIDESTAFF®

Reopening Your Business Responsibly
to Rebound Post-Pandemic

CAN YOU HEAR IT?

It's the sound of our economy's gears cranking back up.
Across the country, machines are whirring. Computers are booting.
Light switches are flipping.



It's time to get back to work.

Now that governments are easing restrictions, owners, managers, safety experts and HR professionals alike are faced with the challenge of reinventing the workplace.

With no economic precedent, limited guidance from the government, and new information about COVID-19 emerging each day, organizations must address a host of safety, policy, HR, operational and staffing obstacles.

How can you reopen safely, efficiently and help your team adjust to a new normal?

Shutting down your business was likely very difficult; reopening it responsibly presents a fresh set of challenges. On the following pages, we share ideas and questions to get back to work – to hit the ground running and recover quickly.

SECTIONS:

What will your post-pandemic workplace look like?	3	Revisit and adjust your workforce plan	17
Build your pandemic response team and plan	4	Communicate your plans	23
Evaluate your business plan	7	Lead confidently	27
Address operational, safety and mental well-being issues	8	Trust the right partner	30

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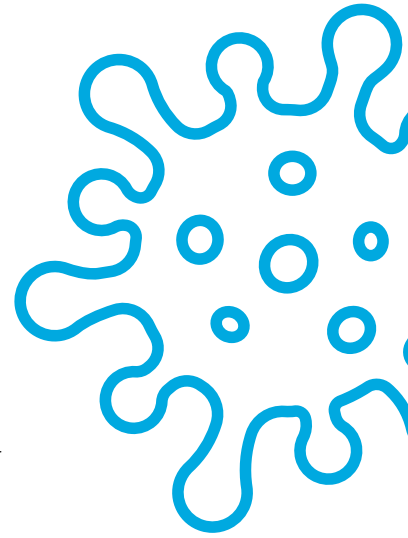
WHAT WILL YOUR POST-PANDEMIC WORKPLACE BE LIKE?

According to many health experts, the coronavirus will likely be here for years; your organization will need to make changes to ensure employees can work safely, efficiently and confidently.

BUT IT'S TIME TO GET BACK TO WORK.

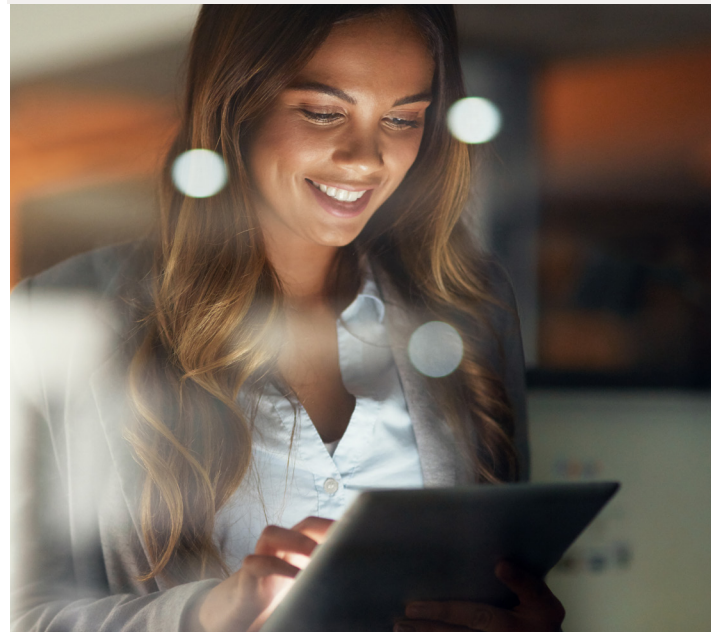
While the coronavirus has taught us how quickly things can change, it's also strengthened our nation's resolve. From coast to coast people are rolling up their sleeves, ready to do what it takes to get the gears of our economy turning again and build our "new normal":

- Most state and local governments are recommending phased reopening to prevent a second spike in infections. Guidelines and timelines for reopening will vary based on your geographical area and local health department statistics. Be prepared to frequently review local laws related to the pandemic, as they impact your plans to reopen.
- Each business's needs are unique. Many essential employers have remained open and already made major changes to their organizations. Others transitioned to 100% remote operations. Still others were forced to close and are now challenged with reinventing themselves.
- The pandemic response is ever evolving. Some models project multiple surges of infections which could necessitate additional business closures. But while forecasts and models are abundant, nobody can accurately predict exactly how the situation will play out.



YOUR MISSION:

Build a pandemic response plan to safely and effectively navigate this brave new workplace – and emerge poised to grow when the upturn hits.



BUILD YOUR PANDEMIC RESPONSE TEAM AND PLAN

ASSEMBLE A MULTIDISCIPLINARY TEAM:

Every organization's structure and needs are unique; here are the types of groups you may want to involve in evaluating options and creating plans:

If you're a large employer, you likely already have your response team assembled and a plan in place to retool your organization and resume operations.

Small and medium-sized businesses should assign at least one person (ideally a team including senior leadership, HR, safety experts, select managers and trusted external advisors) responsibility for formulating a plan to:

MAKE KEY BUSINESS DECISIONS

SALES AND
MARKETING

FACILITIES

REAL ESTATE

GENERAL
COUNSEL

PUBLIC
RELATIONS

IN-HOUSE
EMPLOYMENT
COUNSEL
AND HR

GOVERNMENT
RELATIONS



- Is your business and service model still viable?
- Will demand for your goods/services likely increase or decrease?
- When should you reopen, and should you consider a gradual or phased reopening?
- Does your business plan, quarterly goals and/or budget need to be adjusted to survive and capitalize on new opportunities?
- Should you change how products and services are offered/delivered to capitalize on opportunities or find a new niche that results from the pandemic?

BUILD YOUR PANDEMIC RESPONSE TEAM AND PLAN

ADDRESS OPERATIONAL AND SAFETY ISSUES.

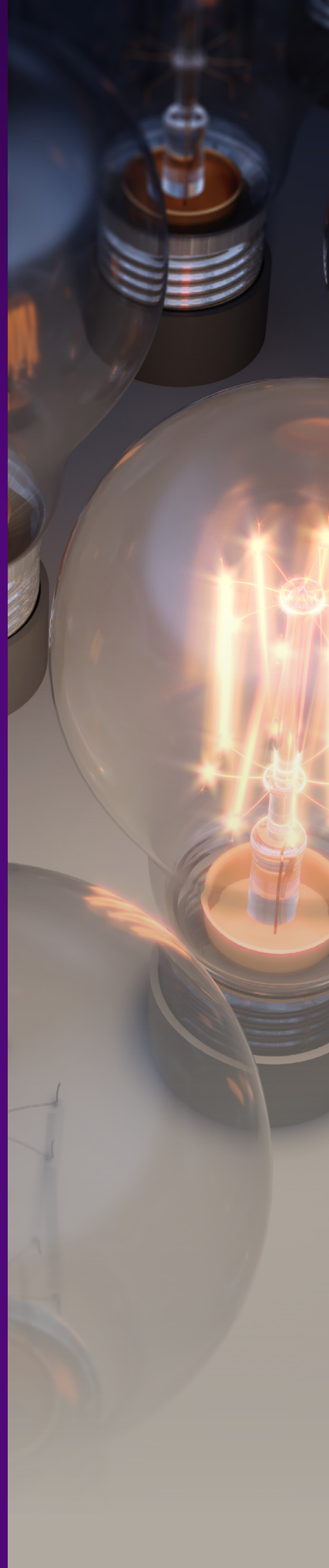
- How must your operations be adjusted to accommodate social distancing and new safety protocols?
- How will your physical environment be impacted?
- If employees have been working remotely, when and how should you bring some – or all – of them back to work on-site?

REVIEW AND ADJUST YOUR WORKFORCE PLAN.

- How will the pandemic impact the types of workers you need?
- Will changes in your business plan necessitate changes in staffing or hiring?
- How can you capitalize on the temporary influx of talent in the job market – and not get bogged down by it?

COMMUNICATE PLANS FOR TURNING THE LIGHTS BACK ON.

- How will you ensure that employees feel safe returning to work – and follow established guidelines?
- Who will be responsible for answering COVID-19-related questions from employees? (Expect a lot of them.)
- How will you provide visible proof of your protective measures in action, so that customers and clients feel safe and confident?
- Who will manage additional requirements, such as: monitoring local and federal guidance for best practices; updating policies and procedures; completing reporting obligations under OSHA and state workers' compensation laws; and training employees on safety protocols?



PLANNING PAYS OFF.

By assembling a response team, performing your due diligence and planning carefully, you equip your business for success in the face of continued uncertainty and rapid change.



BUILD YOUR PANDEMIC RESPONSE TEAM AND PLAN

MONITOR SAFETY AND SUCCESS AND ADJUST AS NECESSARY.

Reopening your business will require healthy doses of responsible planning, flexibility, patience and creativity. Continually reevaluate the effectiveness of changes you make – and modify those solutions when warranted.

LEARN FROM THE EXPERIENCE.

Once the pandemic ends, debrief to evaluate the impact it's had on your operations, technology and workforce. Use what you learn to become better prepared for future crises.

INVOLVE YOUR STAFFING PARTNER.

With a cadre of workforce, legal and safety experts, industry-leading technology and flexible staffing solutions, a staffing partner is the ideal complement to your pandemic response team.

When the time is right, we are here to provide the insights and solutions you need to operate safely and efficiently – and come out the other side more competitive than ever.

EVALUATE YOUR BUSINESS PLAN

Coronavirus has been labeled the black swan event of 2020 – creating unprecedented, global economic challenges.

As you evaluate your business plan through the lens of the pandemic, consider:

- How has your customer base been impacted? How will those changes affect your company?
- How will demand for your products/services change?
- How will required operational changes impact your overhead, physical environment and staffing?
- Will you need to modify your service delivery model – and if so, how?
- In light of all these changes, will you need to revise your revenue targets, project timelines and business goals?
- How can you adjust products and services to meet client needs? Are you able to identify specialized/niche opportunities as a result of the pandemic?

With every challenge comes opportunity, too. Scrutinizing your business plan may reveal ways to capitalize on your situation:

- Operational improvements can increase your efficiency.
- Changes in your customer base or demand may lead to product/service innovation – and opportunities to tap new markets if you're able to pivot.
- Tech investments you've made to facilitate remote work can be used to improve service delivery, profitability and your ability to attract and employ talented people everywhere.

BLACK SWAN EVENT:

An extremely rare, unpredictable event that is beyond what is normally expected and has potentially severe consequences



ADDRESS OPERATIONAL, SAFETY AND MENTAL WELL-BEING ISSUES

Reopening safely will present a fresh set of challenges for your business, but the right plan and resources will help ensure your success. While government mandates and guidance will evolve, here are best practices you can use to ensure the safety of your employees, instill confidence in those returning to work (as well as clients and customers), and resume operations:

ENSURE THE SAFETY OF YOUR EMPLOYEES



Consult reliable sources of information.

To successfully navigate this fluid situation, make decisions based on solid information from reliable sources, including:

- U.S. [Government Response to Coronavirus, COVID-19](#)
- Centers for Disease Control and Prevention's [Interim Guidance for Businesses and Employers to Plan and Respond to Coronavirus Disease](#)
- National Institutes of Health's [Coronavirus \(COVID-19\) Resources and News Releases](#)
- U.S. Department of Labor's [Coronavirus Resources](#)
- U.S. Occupational Safety and Health Administration's [COVID-19 Resources](#)
- For state-specific information and guidance, consult your [state health department](#) as well as your state's official website.

The specifics of your pandemic response plan will depend upon your location, industry and a host of other factors. At a minimum, however, it should address the following:

- Employee health and safety
- Training
- The physical environment
- Mental well-being considerations
- Legal considerations

On the following pages, we review each of these topics in more detail.

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ADDRESS OPERATIONAL, SAFETY AND MENTAL WELL-BEING ISSUES

EMPLOYEE HEALTH AND SAFETY CONSIDERATIONS:

- **Stay-at-home protocols.** These will remain in effect for some time. Anyone with COVID-19 symptoms should stay home and notify their employer. Make sure you clearly establish how employees should notify you and what they should do next. Keep in mind the CDC's return-to-work protocols, as well as legal counsel's guidelines, to ensure non-discrimination in the workplace.
- **Jurisdictional ordinances.** Review and comply with local laws related to the pandemic; they will continue to evolve and impact your reopening plans.
- **Worker access and occupancy control.** How will you monitor and control workers entering and leaving your location, to prevent bottlenecks and congregating? How will you adhere to occupancy limitations?
- **Health status checks.** What, if any, steps will you take to determine the health status of returning workers and/or others? Will someone ask screening questions or take temperatures?
- **Social distancing.** For the foreseeable future, employees will need to distance themselves from one another in the workplace (see "the physical environment" for more information). How will you ensure physical separation is maintained? And if social distancing cannot be maintained, what is going to be done to ensure separation? (i.e., Nose/mouth protection? Physical barriers such as plexiglass?)



ADDRESS OPERATIONAL, SAFETY AND MENTAL WELL-BEING ISSUES

EMPLOYEE HEALTH AND SAFETY CONSIDERATIONS:



- **Personal Protective Equipment (PPE).**

Face coverings are mandatory in some states and local jurisdictions. Will you require them in your workplace?

- What other types of PPE (e.g., face shields, gloves) will be needed to ensure safety and comply with requirements, such as wage and hour laws?
- How will you ensure an adequate inventory and supply of PPE?
- Can you find the appropriate supplies needed?
Some supply chains are impacted, and certain masks, sanitizers and cleaning supplies are not able to be located.
- What PPE will you need to make available to (or require for) visitors/customers?
- What type of masks will you provide?
Disposable or wearable? Both?



- **Isolation protocols.** How will you address the

situation if symptoms appear in a worker after they return to work? Will you:

- Separate that worker in an isolation room until they can return home or receive medical attention?
- Notify other workers in the area or in close contact with the affected individual, so they can closely monitor their own health? Be sure to follow legal guidance related to the Health Insurance Portability and Accountability Act's privacy provisions.
- Take extra steps to clean and disinfect the individual's workspace, as well as common areas (e.g., lunchroom, restroom) they visited?

- **Reporting.** What are you obligated to report under OSHA, state workers' compensation laws, or by state or local health departments? Who will handle reporting?

ADDRESS OPERATIONAL, SAFETY AND MENTAL WELL-BEING ISSUES

TRAINING CONSIDERATIONS:

From basic hygiene and social distancing to changes in how work is performed, all employees will need to be trained on your COVID-19 protocols and pandemic response plan.

- Who will administer training? The individual or team responsible will need to stay up to date on changes in requirements and retrain as necessary.
- How will meetings and training sessions be handled?
 - Will training be conducted in small groups so social distancing can be practiced?
 - What accommodations will you provide for training remote workers?
- Will you also provide general retraining, similar to your new hire orientation? If employees have not been working, they may need to rehone their skill sets.
- Will you have an easing-in process, so employees can reacclimate to their changed workplace?
- Will the social distancing practices and other COVID-19-related practices affect how work is performed? Will this require a retraining?



ADDRESS OPERATIONAL, SAFETY AND MENTAL WELL-BEING ISSUES

CONSIDERATIONS FOR THE PHYSICAL ENVIRONMENT:

To operate safely, you will need to comply with local ordinances, making changes in your physical environment to minimize disease transmission, respond to transmission incidents and keep your building clean.

- **Reopening.** If your business was closed for an extended period, will it need to be cleaned prior to reopening? Will machinery need to be tested and recalibrated?
- **Air filtration.** Will you need to upgrade HVAC components to improve ventilation and ensure air quality?
- **Reducing transmission.** What modifications will you need to make to your floor plan and physical environment to protect employees?
 - Will you need to mark the floor to reinforce social distancing and direct foot traffic?
 - Will plexiglass partitioning be needed to allow safe employee interaction?
 - Will you need work surface protectors or other items to minimize transmission?
 - How will your desks, equipment and workspaces need to be reconfigured to be compliant, while also maximizing teamwork and efficiency?
- **Signage.** What signs, posters, labels, floor stickers or other visual reminders will you need to display around your work environment to encourage safe workplace behavior?
 - Placing colorful [stickers](#) next to often-touched areas (such as light switches and buttons) is a good way to heighten awareness of key transmission points.





ADDRESS OPERATIONAL, SAFETY AND MENTAL WELL-BEING ISSUES

CONSIDERATIONS FOR THE PHYSICAL ENVIRONMENT:

- **Regular cleaning and disinfecting.**

What cleaning supplies (e.g., soap, paper goods, sanitizer, disinfectants) and protocols will you need to comply with CDC or other requirements?

- How will you access them if supply chains are interrupted?

- **Transmission response.** If an employee is ill at work, what remedial sanitization measures should be taken to ensure affected areas and equipment are properly disinfected?

- **Common areas.** (e.g., restrooms, break rooms)

- How will you optimize safety and convenience for employees using break rooms and lunchrooms? Will you stagger breaks? How will you manage post-use disinfecting? Be sure to operate within wage and hour guidelines.
- How should restrooms and locker rooms be addressed? Will you require increased sanitation or reminder signage to wash hands frequently?
- Will the social distancing practices and other COVID-19-related practices affect how work is performed? Will this require a retraining?

ADDRESS OPERATIONAL, SAFETY AND MENTAL WELL-BEING ISSUES

PRIORITIZE MENTAL WELL-BEING:

Isolation. Health and financial concerns. Major changes at work. This pandemic has created new sources of anxiety which make it essential to promote employees' mental well-being. Whether your staff works remotely or on-site, these recommendations from Bruce Tulgan and other experts can help you alleviate sources of mental stress – and set everyone up for success in the new normal:

- Assess and improve your company's benefits plans/programs.
 - What adjustments should you make to support your pandemic recovery efforts?
 - How can you leverage existing wellness programs? Should you start new ones?
 - Your employee assistance program is likely to offer services to assist employees and their families during these unprecedented times. Review your offerings and remind staff that they are available to use.
 - Push communication about your offerings to employees, explaining what's available to them and changes or improvements you're making to ensure their well-being.
- Make sure employees feel set up for success, supported and rewarded.
 - Do they have the tools they need (e.g., equipment, PPE, workspace, communication tools, project access, etc.) to succeed in the post-pandemic workplace?
 - Do they have clear processes for success? Outline the new rules for work, including expectations, performance management criteria, and any other changes which may impact employees' success.
 - Celebrate everything. With so much uncertainty in life, highlighting success is uplifting for everyone.



MORE INSIGHTS:

Read Bruce Tulgan's

["Guidelines for](#)

[Managing People](#)

[Remotely](#)" or

watch his webinar,

["Managing Remotely."](#)

ADDRESS OPERATIONAL, SAFETY AND MENTAL WELL-BEING ISSUES

PRIORITIZE MENTAL WELL-BEING:

- Improve communication to inform, reassure and strengthen bonds.
 - Regular structured communication is best. Maintain 1-on-1 meetings with direct reports and, if you haven't previously held them, now is a good time to start.
 - Virtual meetings are the new normal. Train yourself and your team on how to conduct them effectively.
 - With so many communication options (e.g., text, chat, phone, emails, meetings), be clear about the rules for how each channel should be used, based on urgency and content.
- Recognize when you can help, and when an employee needs outside help.
 - Extend flexibility wherever you can. Many employees are managing more than just their jobs right now. While they still need to be held accountable for performance, provide reasonable accommodations to help them maintain physical and mental health – for themselves, as well as their families.
 - These are tough times fueled by fear, uncertainty and, in some cases, loneliness. Human connection and understanding are more important than ever, so ask about how employees are doing with these struggles in mind. If an individual's needs exceed what you can offer as a manager, direct them to alternative resources.



ADDRESS OPERATIONAL, SAFETY AND MENTAL WELL-BEING ISSUES

LEGAL CONSIDERATIONS:

Navigating the complex interplay of laws and guidelines for your company's pandemic response requires in-depth knowledge of federal, state and local laws. As the situation continues to evolve, be sure to consult a qualified legal expert to help you stay compliant, keep employees safe and minimize your risks.

Here are a few examples of legal considerations which may impact your reopening and response:

- How do federal, state and local jurisdiction laws (e.g., wage and hour, paid sick leave, workplace safety) apply to your organization?
- Could checking an employee's temperature require you to treat that time as "hours worked"?
- What changes to the workplace are necessary to comply with your legal obligation to provide a safe workplace consistent with OSHA and CDC guidelines (e.g., workplace social distancing, working remotely, additional cleaning standards/supplies and personal protective equipment such as masks and gloves)? And how do these obligations change in the event of a transmission incident?
- The CDC encourages older people and people with severe chronic medical conditions to stay at home as much as possible during the pandemic. How could asking older workers to stay at home put your organization at risk for a discrimination complaint?
- How do applicable wage and hour and collective bargaining laws impact or limit reductions in hours, salaries, and overtime exempt status?



REVISIT AND ADJUST YOUR WORKFORCE PLAN

Changes in your business, social distancing protocols, employee illnesses, unpredictable changes in demand and more make workforce planning critical to reopening responsibly and ensuring your long-term success.

A COMPREHENSIVE WORKFORCE PLAN:

- Allows you to be proactive (not reactive) in meeting your talent needs, so you recover quickly as our economy rebounds.
- Makes safety a priority for both your core employees, temporary associates and other contingent staff.
- Helps you create a workforce that is both flexible and responsive to control your fixed overhead and risks, while capitalizing on new opportunities.
- Ensures you have the right number of people, with the right skills, in the right place, at the right time. Striking this balance increases productivity, cuts labor costs and speeds time-to-market.
- Effectively manages your talent pipeline, to effectively address both talent surpluses and shortages.

With a strategic workforce plan in place, your business is flexible enough to operate profitably, even in volatile conditions.



EXPECT THE UNEXPECTED:

Reopening your business will require healthy doses of diligence, flexibility, patience and creativity. Keep in mind how the following realities may impact your employees and workforce plan:

Daycare issues for parents with school-age children:

- School is out for the remainder of the school year, impacting attendance and return to full-time work

Newly remote workers may want to stay remote:

- Safety and comfort of working from home may cause resistance to returning to on-site work

Emotional and psychological impacts:

- Dealing with loss of family members, friends or colleagues
- Fear of contracting disease may lead employees to want to prolong social distancing
- Employee counseling may be needed for employees' emotional and psychological health





EXPECT THE UNEXPECTED:

Employee loss due to economic and other factors:

- Employees may quit; take other work; take over a family business
- Employees may need time off to take care of loved ones who are sick
- Death due to COVID-19
- Economic stimulus checks have put cash in employees' pockets; they may quit because of short-term influx of money

Former employees may be unwilling to come back to work:

- Stimulus package has temporarily boosted individual unemployment benefits by \$600/week
- Some employees may be making more on unemployment than they would if they were working

Employees may need to be tested and cleared before returning to work:

- Asymptomatic and unaware carriers may co-mingle with healthy employees and unintentionally spread the disease

Additional training may be needed:

- Leaders must learn how to hire and manage in this new world
- Employees may need reacclimation, retraining and/or training for new job skills
- Everyone will need training on safety protocols

REVISIT AND ADJUST YOUR WORKFORCE PLAN

TO ENSURE YOUR PLAN IS CURRENT, COMPLIANT, COMPREHENSIVE AND FLEXIBLE, SET ASIDE TIME REVIEW THE FOLLOWING QUESTIONS:

1. How will changes in your operations and business plan impact the types of workers you require, as well as the skills your employees need?
2. If your business operations or service delivery model changes dramatically, what new skills will current employees need to be successful?
3. Have you identified a staffing partner that is able to complement your efforts to ensure you have access to the staffing needed to get the job done? Have you communicated changes to the skills required and business model to your staffing partner?
4. How will you redeploy employees whose job functions or skills are rendered obsolete – either temporarily or permanently?
5. If you're adding extra shifts to accommodate social distancing, how will this change your workforce needs?
6. If your employees have been working remotely, who can/should come back on-site – and when?
7. If a portion of your staff remains remote, how can you modify training programs to for virtual learners?
8. What new skills/competencies/resources will HR and managers need to address the psychological impact of COVID-19 on your workforce?



REVISIT AND ADJUST YOUR WORKFORCE PLAN

TO ENSURE YOUR PLAN IS CURRENT, COMPLIANT, COMPREHENSIVE AND FLEXIBLE, SET ASIDE TIME REVIEW THE FOLLOWING QUESTIONS:

9. How and when will you bring back furloughed employees? Laid-off workers? Be mindful of legal considerations, such as risk of discrimination, which could impact your decisions.

BRINGING BACK FURLOUGHED AND LAID-OFF EMPLOYEES

WHAT IF YOU OFFER WORK AND THEY ACTUALLY ACCEPT?

For those returning after a break in service, plans should address:

BACKGROUND
CHECKS

DRUG TEST

I-9
COMPLIANCE

W-4,
BENEFIT
FORMS, OTHER
NEW HIRE
FORMS

WAITING
PERIODS FOR
BENEFITS

Develop training and orientation programs for returning workers.

10. Will you need specialized response staff, either short or long term, to check employee temperatures, disinfect your workplace and handle related safety protocols?
11. What plans do you need to make now, so that, if a large portion of your workforce falls ill or is no longer available, your business can still function normally?
12. What are your plans if employees are unwilling to come back to work because of enhanced unemployment benefits and stimulus checks?

REVISIT AND ADJUST YOUR WORKFORCE PLAN

13. Who will handle your ongoing and changing needs for recruiting, screening, training, onboarding and deploying both contingent and direct staff?
14. With fewer employees, what should you do in the short term to provide support to the employees carrying the extra workload?
15. To not only emerge from this crisis, but rebound quickly, how will you acquire the ability to quickly scale up to meet market demands?
16. With tens of millions of newly unemployed workers, how must you adjust your recruiting, screening and hiring processes and timelines?

SEIZE NEW RECRUITING OPPORTUNITIES.

- If you've transitioned to remote work, your access to talent is now broader. You can recruit from a much wider geography, and (marketed properly) your jobs will appeal to people who are not willing or able to work in proximity to others.
- Top-grade your team by capitalizing on the short-term availability of high-quality, high-potential talent. How can you use this opportunity to upskill your entire organization?

NEED HELP BUILDING YOUR

workforce plan?



A qualified staffing and recruiting agency like PrideStaff can provide the expertise, resources and solutions you need.



COMMUNICATE YOUR PLANS

Whether your business is still shuttered or has been operating throughout the pandemic, effective communication is more essential than ever. Use these recommendations to keep everyone informed, improve teamwork and manage effectively:

- **Be proactive.** During times of uncertainty, lack of information heightens negative emotions and can lead to incorrect assumptions. As soon as you make key decisions, take the lead and get your message out.
- **Communicate more frequently.** We are in a fluid situation right now, and information changes daily. Consider a company-wide weekly update call or webinar to provide a status update, review important changes in guidelines and/or regulations, and share what adjustments you may be making. Explain what you know and how you came to make your decisions.
- **Reply quickly.** Right now, your employees, clients, customers, vendors and more have questions – lots of them. While you may not have all the answers, it's important to let people know that you are looking into issues to find the answers and solutions they need. Providing assurance that your organization is aware of a situation and committed to the inquiring party's welfare is a priority.



COMMUNICATE YOUR PLANS

- **Diversify message delivery.** Send messages in a variety of mediums and channels, to ensure important communications reach the intended recipients. While face-to-face communication is still limited, personalize digital communications with real-time or recorded videos. Email, text and chat platforms are also useful; choose the right channel for the message and situation.
- **Document everything.** Record all changes you make that impact employees (e.g., call-off/sick leave policies), so you can keep your workplace policies and procedures up to date.
- **Be empathetic.** Keep in mind that anxieties are running high right now. Some of your employees and/or customers may have lost loved ones or close friends. People are worried about their safety and financial future. Your communications should take these factors into account, striking a note that is sincere and compassionate.



COMMUNICATE YOUR PLANS

Show. And tell.

Workers, clients and customers are more likely to come back if they understand your plan of action for coronavirus protection. Everyone with whom you interact with will want visible proof of your protective measures in action; not just assumptions of safety, but noticeable steps and measures you are taking to keep people safe.



- **Employees** need to know what you're doing to protect their health; how their work lives will be impacted; expectations for work and the workplace; travel restrictions in place; and how their benefits can be used during these times.
- **Clients** need to know if/how their operations will be impacted by changes or disruptions you are experiencing.
- **Customers** must understand changes you're making to service process, operations, hours or your physical location(s) to keep them safe.

Share and display important information.

As the pandemic response evolves, so does the guidance you must follow and the information you must share. Contact PrideStaff for examples, or use these links to get up-to-date signage and fact sheets for your business:

- [**US DOL Occupational Safety and Health Administration COVID-19 News and Updates**](#)
(industry-specific guidance, news releases, enforcement updates, posters, videos and other information)
- [**US Centers for Disease Control and Prevention COVID-19 Free Print Resources**](#)
(includes a searchable database of fact sheets with COVID-19 recommendations)
- [**Free printable templates for coronavirus signage from signs.com**](#)
(signs for social distancing, hand washing, hours of operation and more)

When you display signage, be sure everything you post complies with all language requirements.

COMMUNICATE YOUR PLANS

Communicate with your staffing partner, too.

Keep your staffing agency informed as you make decisions and plans. The more you share, the better the job your staffing partner can do in:

- Conveying important information to associates who were/are on assignment with you.
- Training current associates on new safety protocols.
- Recruiting in advance of your staffing and hiring needs – so you have access to the right people, right when you need them.
- Sharing their expertise with you. For example, PrideStaff's risk management experts can provide access to important legal and safety information relevant for your business – state, federal and local – as well as insight into what other employers in your industry and market are doing.



LEAD CONFIDENTLY

Great leadership through the pandemic and recovery has the potential to galvanize your organization and come out the other side even stronger and more competitive.

Stay upbeat.

Your employees will take their cues from you. If you are proactive and positive, they are likely to follow suit. When challenges crop up, focus on the things you can control and the solutions you can create.

Communicate and engage.

Although many or all your employees may be remote, stressful times create the potential for even stronger relationships.

- Give employees opportunities to ask questions – and really listen to them. Be mentally present for your staff and offer your full attention.
- Make yourself available. The strain of continued uncertainty affects people differently; some will cope better than others. Create multiple times and ways for employees to reach you to share their feedback, concerns (both personal and work-oriented) and ideas.
- Find new ways to build connections. Video tools like Zoom, GoToMeeting and Microsoft Teams allow you to meet virtually and enhance the sense of engagement in your dialogue. While social distancing continues, look for ways to preserve your workplace culture and connect with your staff in authentic ways. Don't be discouraged if your efforts feel clunky or artificial at first; the more you engage, the more natural communications will feel – even if they occur 6 feet (or more) apart.

CRISIS DOES NOT
BUILD CHARACTER;
it reveals it.





Keep a close eye on your staff.

Engage your team more frequently. Things are evolving rapidly right now; even your most independent workers may be feeling anxious or insecure.

- If you notice that an individual's pattern of communication, behavior and/or attitude shifts, be proactive – and find out how you can help.
- Create processes for members of your pandemic response team to regularly check in with staff and gauge their physical and psychological well-being.

Acknowledge fear of change and the unknown.

Nobody has all the answers right now. Regardless, your team is relying on you to make high-stakes decisions, even when data and facts may be limited.

- If your employees fear changes that may be coming, address the metaphorical elephant in the room. Share what you know and what you're working to find out.
- Be honest. Transparency builds trust, especially in times of crisis. Even if you cannot provide all the answers, you can reassure your employees that you'll be up front and make choices that are in everyone's best interest.

Embrace change and chart how it can help you win.

If you must alter your workplace or business significantly, clearly communicate those changes as soon as possible.

- Explain the criteria you used to make key decisions, as well as how they will benefit both your organization and employees. Explain what stands to be gained by change – as well as the impact of not changing.
- Discuss what you will do to lead your team through change to emerge stronger on the other side.



Take care of yourself, too.

Read, exercise, disconnect and find ways to cultivate joy and gratitude in your life. When you take good care of your own needs, you can better support your team's needs.



TRUST THE RIGHT PARTNER: **PRIDESTAFF®**

Add PrideStaff to your pandemic response team. With more than 80 offices across the country, we have the resources, technology and local market knowledge to be an indispensable ally in safely reopening your business.

Our experts can help you:

- Acquire just-in-time staff for employees who come to work ill or call in sick.
- Access trained, qualified staff to support your employees' health and safety.
- Build protocols to ensure your employees and our associates work safely together.
- Create a strategic, flexible workforce plan that:
 - Controls overhead and risk
 - Seamlessly scales your team to handle surges in demand or meet tight deadlines
 - Frees your core team to capitalize on new opportunities
- Keep your business adequately staffed to reduce stress and overwork.
- Improve hiring speed and success:
 - Top-grade your team by capitalizing on the short-term availability of great talent.
 - Interview only qualified candidates with the necessary skills and attributes.
- Forecast your long-term hiring needs and close skills gaps.
- Test new ideas, fast-track new initiatives, adopt new service models – with no loss of focus.
- Recover quickly as our economy rebounds.





WHEN YOU ARE READY, We are here for you.

PrideStaff has worked relentlessly during the pandemic to keep essential businesses and organizations running smoothly. Thanks to smart tech investments we made years ago, we're fully equipped to help businesses like yours operate safely and efficiently. Capitalize on new opportunities. And emerge from this crisis stronger than ever.

HOW CAN WE HELP?

[Contact your local PrideStaff office](#)

to schedule a free workforce consultation. Let's talk about your challenges and goals and create a plan to get your lights shining brighter than ever – and help your business thrive in our new economy.

PRIDESTAFF®

pridestaff.com

Our Mission:

Consistently provide client experiences focused on what they value most.

Additional COVID-19 Resources:

- [COVID-19 Resources page](#): information about coronavirus prevention and the steps PrideStaff is taking to respond to client and associate requests.
- [Watercooler Blog](#): packed with timely workplace best-practices and career advice.
- [Employer eBooks](#): comprehensive library sharing decades of practical advice to build a stronger workforce and solve common workplace challenges.
- [One-on-one support](#): PrideStaff team members are available to provide the support and guidance employers need to manage challenges during this pandemic and beyond.



SOURCES:

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