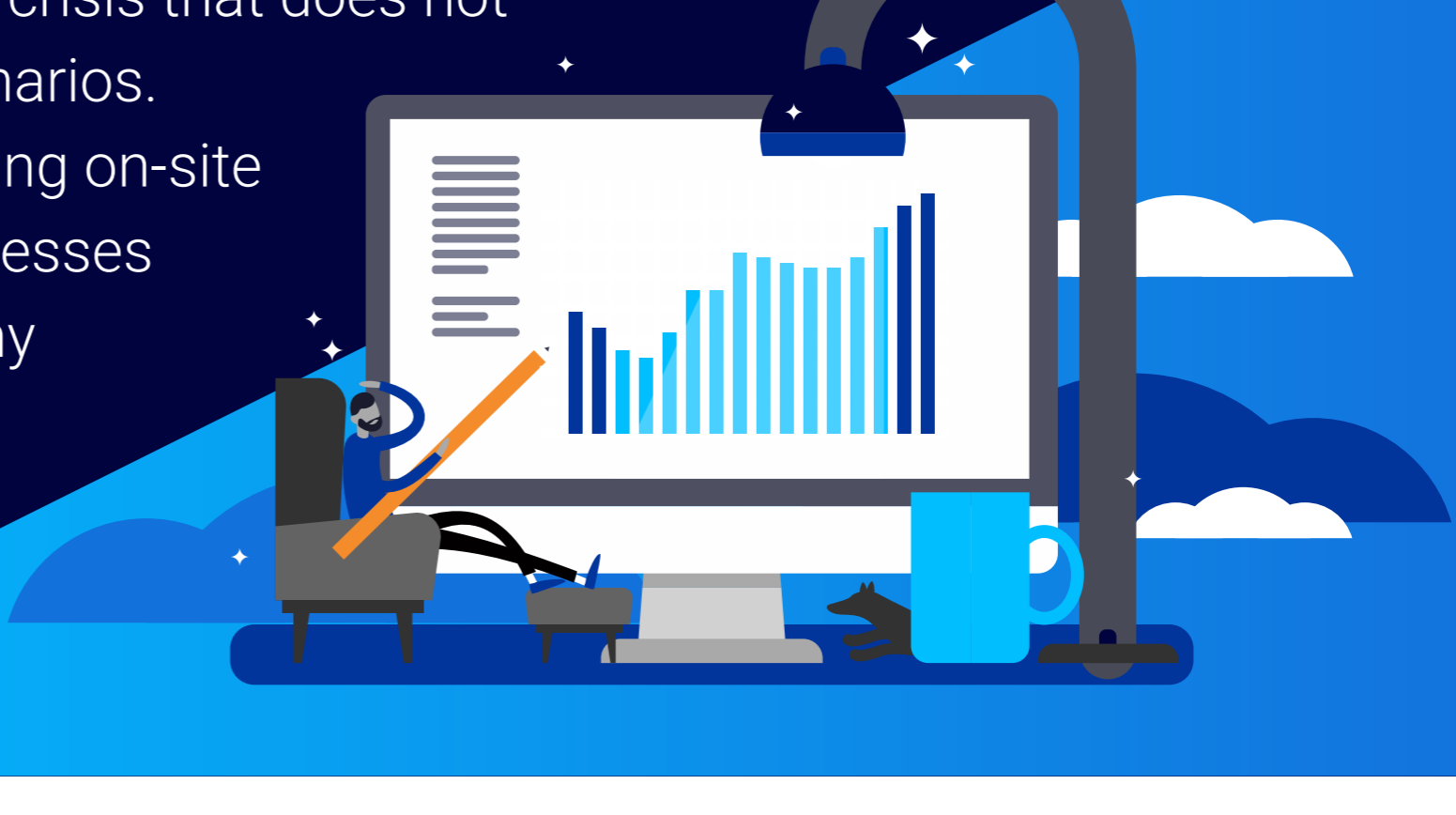


Critical Communications in the New Normal

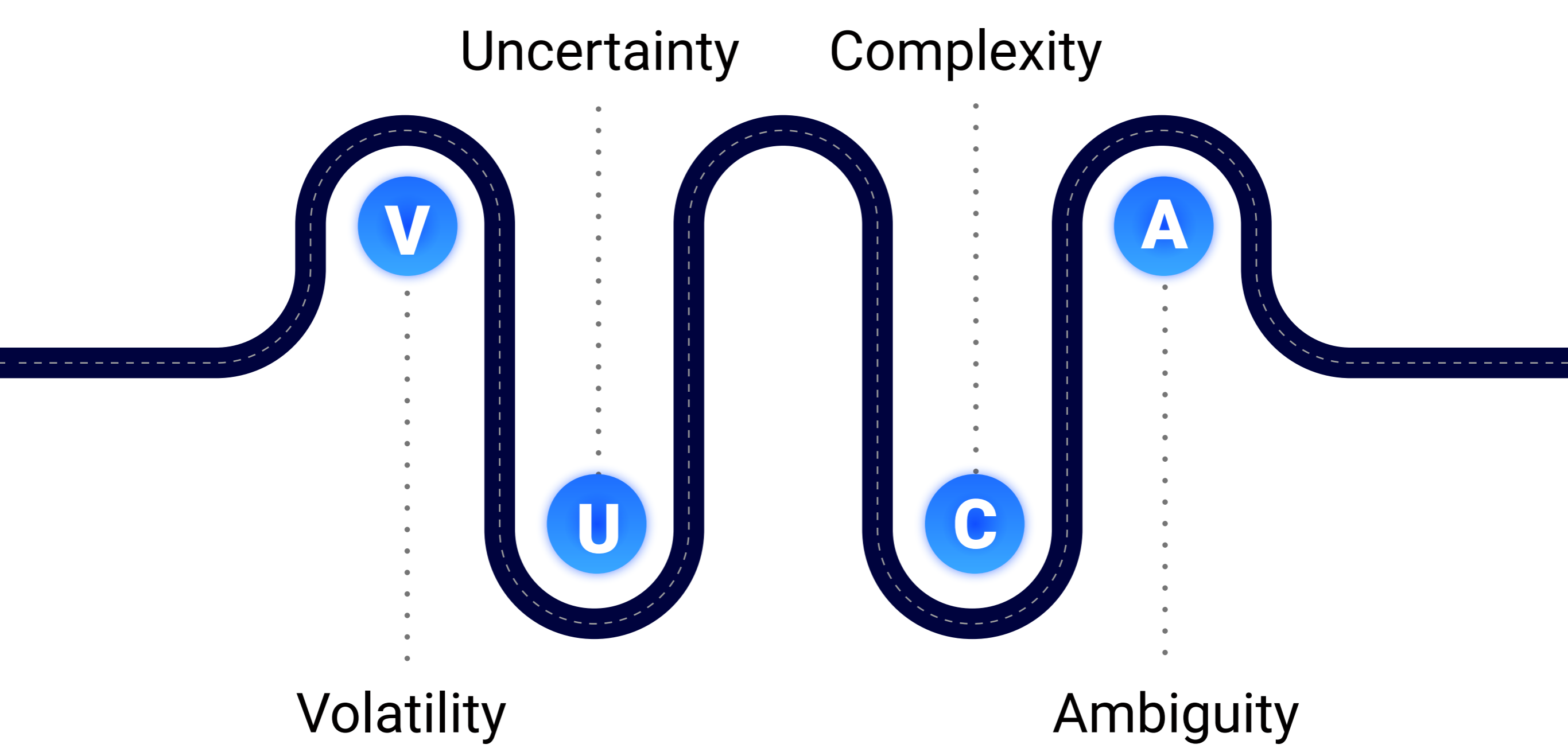
Many businesses believe they're resilient, but the claim is rarely tested so thoroughly as during an unprecedented global pandemic.

With COVID-19, organizations have been forced to take a head-on approach to managing a crisis that does not conform to conventional risk scenarios.

As people begin to return to working on-site or adopt a hybrid approach, businesses need to remain vigilant against any potential disruptions or threats.



But change is a constant for modern businesses. This complex environment is captured by **VUCA Factors**.



VUCA and its new normal present an even greater call for resilience. With the right communication strategy, a challenge doesn't have to turn into a crisis. Follow these strategies for crisis management, and learn the art of agility.



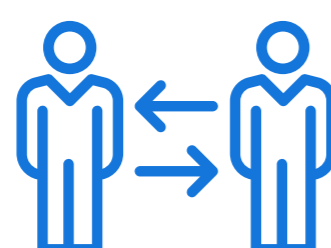
Complexities in Sustaining Resilience

First, recognize common challenges that arise in crisis situations. Know the risks and prepare for them.



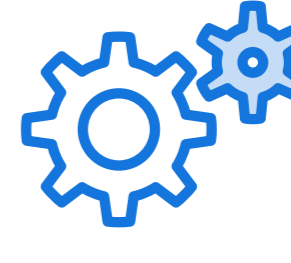
Initial alerts and warnings received often need to be re-broadcast through various platforms, causing delays in critical communications

Acknowledgement of received information is recorded in various formats, making it harder to collate and validate for the after-action review (AAR)



Accuracy of information is hard to control, particularly where it may be relayed through multiple parties

Adherence to timely situation updates, whether to the frontlines or official media outlets



Relevance of information by the time it reaches the crisis management team or media spokesperson

Absence of a common, reliable operating communications platform prevents seamless collaboration between stakeholders

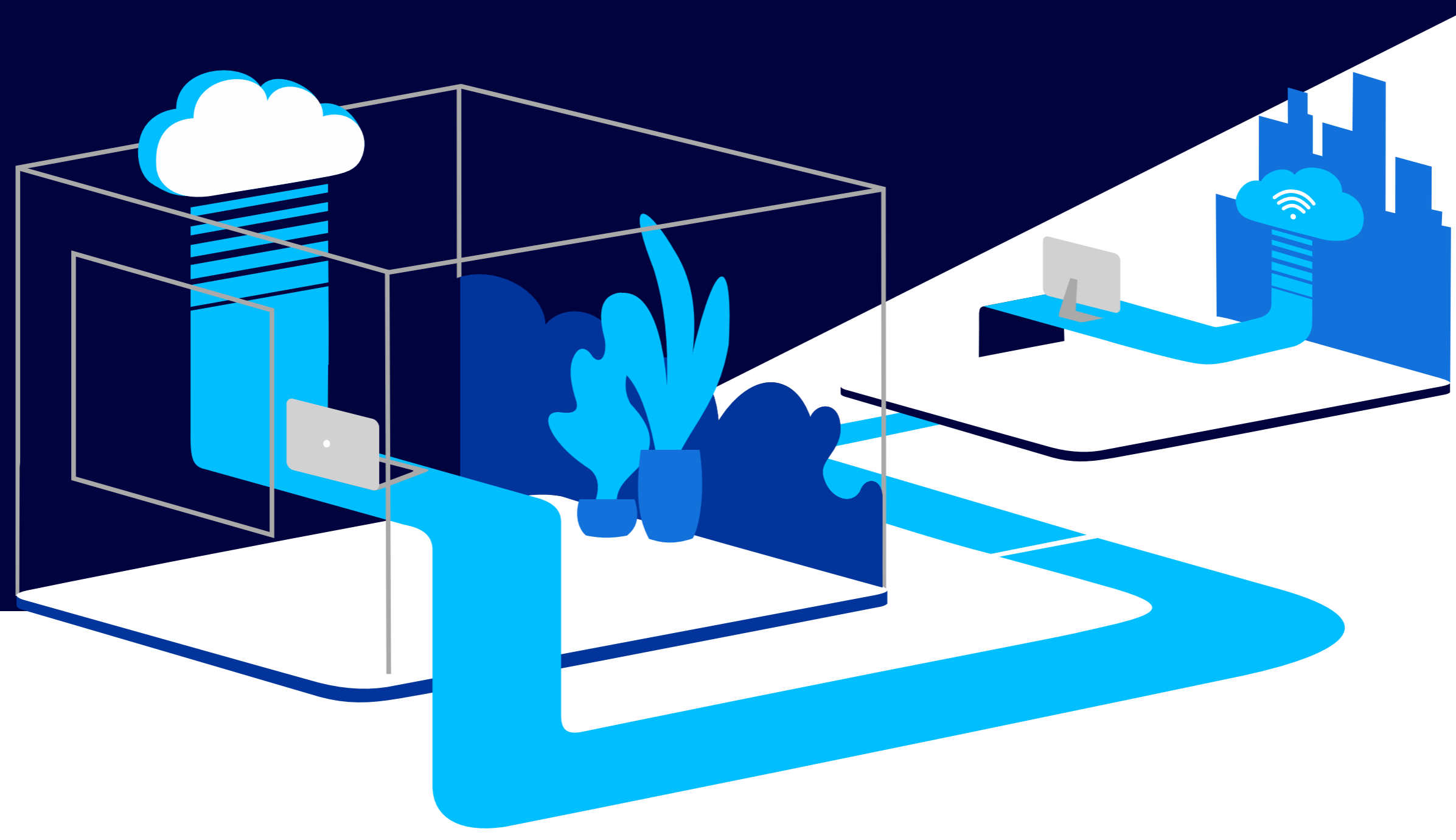


Potential for misinformation in today's environment of multiple or distorted sources can confuse the general public about official sources

Cybersecurity risks, particularly where the adopted communications platform is insecure, non-compliant or unstable



Living with COVID-19 Strategies



Be prepared before an event occurs by setting up these good communication guidelines.

1. Let recipients know who they can expect to hear from, and where to find critical information prior to an event
2. Conduct a final review of "what needs to be said" from pre-prepared messages before broadcasting
3. Exercise discipline in timely dissemination of critical information
4. Be ready to push out information once validated and relevant
5. Implement a review process that minimizes dissemination error
6. Ensure all intended recipients receive communications at the same time
7. Be certain that information reaches out to intended stakeholders and can be easily acknowledged
8. To mitigate potential security risks, ensure your means of communications abides by the relevant security requirements defined within your industry or sector

Message consistency and clarity are key to mitigate a crisis and re-establish a functional environment.

Learn more about how to facilitate critical communications in our full whitepaper, *Transition to Normality Guide*.