

## WHAT IS HAPPENING TO ENTERPRISES?

ENVIRONMENTAL CHALLENGES	THE APPROACH
<p>Reduced use of products/services through fear of transmission</p>	<ol style="list-style-type: none"> <li>1. Map the issues that most concern the stakeholder.</li> <li>2. Address those through actual change in behaviour – adoption of masks, gloves, sanitizers.</li> <li>3. Communicate the change – if need by branding it so the differentiation is clear.</li> </ol> <p><b>Case Study: redBus Safety Plus</b></p>
<p>Need for government support:</p> <ul style="list-style-type: none"> <li>• Migrant workers gone home;</li> <li>• Lack of local/regional/national support for business relief;</li> <li>• Problems with free movement of goods and services</li> </ul>	<ol style="list-style-type: none"> <li>1. Identify the government ministry or department that is dealing with it. In the crisis period it may NOT be the normal department.</li> <li>2. Communicate clearly through letters and seek meetings if required. <b>Speak for the industry, not just your particular business.</b></li> <li>3. Talk to the media – they give weight to what you seek.</li> </ol>

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ORGANIZATIONAL CHALLENGES	TASKS
Dealing with financial crunch: Employees not being paid salaries, pay cuts, terminations or benching, cut back of benefits, vendors not paid or delayed.	<ol style="list-style-type: none"><li>1. Set out clear rationale for each action.</li><li>2. Communicate directly and transparently.</li><li>3. Help find options and communicate the willingness to help.</li><li>4. Case Study: Ola</li></ol>
Customers / Community / Government accusing enterprise of poor C19 practices (Blame game)	<ol style="list-style-type: none"><li>1. Create a COVID protocol and communicate to all employees so they can talk about it.</li><li>2. Use media to talk about the practices adopted.</li><li>3. If community engagement is important, look at concepts such as hoardings and posters.</li></ol>
Employee (s) detected COVID 19 positive Quarantine for workers, community asks employees to stay away	<ol style="list-style-type: none"><li>1. Have a clear plan of communication if an employee is detected resulting in quarantine.</li><li>2. Provide employees a communication toolkit to assure community and stakeholders</li><li>3. Compassionate communication for those affected.</li></ol>