

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

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