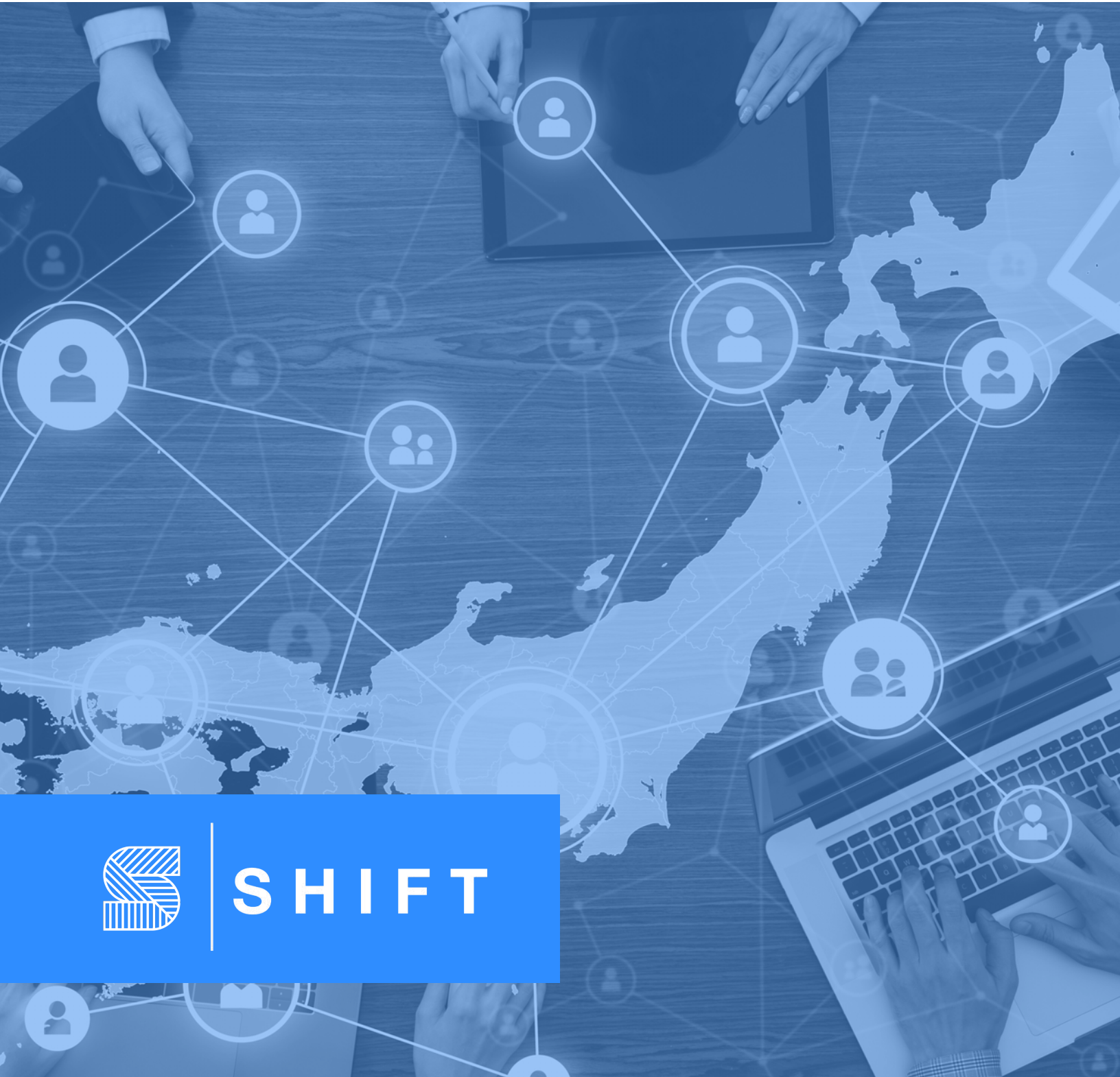


RAPID RESPONSE PACKAGE

COMMUNICATION TEMPLATES TO
PROVIDE STEADY AND CLEAR
MESSAGING TO YOUR TEAM,
CLIENTS, AND COMMUNITY NOW
AND THROUGHOUT THIS CRISIS

SHIFTTHEWORK.COM



SHIFT

Email #1 // General Response to the Coronavirus

Recipients: Your Team, Clients, and/or Community

Team,

As you are aware, the situation with the COVID-19 (Coronavirus) is prominent and a top priority for our company, our community, and our world. As we navigate this unprecedented health crisis together, it's important to understand what it is, who it affects, and how it impacts individuals and groups. The purpose of this email is to help ensure you're prepared for the challenges that arise as a result of this pandemic.

Stay Informed

Please use the recommendations from the [Center for Disease Control](#) (CDC) to stay informed and up-to-date on conditions, prevention, and mitigating the spread of the virus. This is critical to everyone's health and safety.

- **Practice social distancing.** Avoid close contact with people, in general, especially those who are sick. If you must meet with others, specifically from a business perspective, find clever ways to greet one another (ex. tap elbows vs. shaking hands).
- **Frequently and thoroughly wash your hands.** Wash your hands with soap and water, especially when visibly soiled, for a minimum of 20 seconds. Between washes, use an alcohol-based hand sanitizer with greater than 60% ethanol or 70% isopropanol.
- **Avoid touching your face.** Specifically, your eyes, nose, and mouth. If you cough or sneeze, use a tissue or the crook of your elbow. This should be practiced at all times, not just during this pandemic or common cold and flu season.
- **Stay home when you are sick.** If you are asked to quarantine at home or in another location, or know you are sick, stay inside and respect the safety of others. #flattenthecurve #stopthespread
- **Clean and disinfect surfaces.** Practice routine cleaning of frequently touched surfaces (ex. tables, doorknobs, light switches, handles, desks, toilets, faucets, sinks) with household cleaners and EPA-registered disinfectants that are appropriate for the surface, following label instructions.

Prepare and Plan in Advance

We recommend stocking up on provisions and supplies to carry you through at least the next 30-days. This virus is affecting the global economy and thus putting strain on supply chains. It may become increasingly difficult to acquire essentials like pain relievers, toilet paper, and nonperishable goods, so act accordingly. Please cease or limit travel. If you must travel, we urge you to adhere to the CDC's [travel guidelines](#).

For more information regarding preparedness during this pandemic, refer to the CDC's [Household-Ready Guide](#).

Lend Support

Aside from the health risks, the COVID-19 has and continues to adversely impact business operations. Predictions are that this virus will impact our GDP growth rate, oil prices, and interest rates, among other components. As things shake out, our community and **clients/customers** may look to us for guidance on planning and preparing, how to best communicate, and how to establish new protocols to address rapid changes. Let's continue to serve as an accessible resource to those who need us.

Here are the actions we are taking at **COMPANY** to do our part:



- **Stay healthy!** Eat well-rounded healthy meals and consider incorporating [immune-boosting supplements](#) into your diet. The stronger you are, the better.
- **Keep your eye on the spread.** Our friends at Johns Hopkins University developed, and actively update, this [data rich dashboard](#) on the cases and spread of the virus. In addition to this resource, depend on reliable sources like: World Health Organization (WHO), Center for Disease Control (CDC), and STAT News (statnews.com).
- **Be a source of support.** Connect, engage, brainstorm, and encourage our **clients/customers** and community to help them navigate current and future changes, especially those that directly impact their businesses. Be available to lend an ear, share your knowledge and expertise, and provide any support needed.
- **Seek counsel from HR, insurance partners, and experts.** Collaborate with partners as needed to implement sound solutions, develop necessary protocols, and respond in a timely manner if/as the situation continues to elevate.

Be Hopeful, Be Kind

We are all in this together. No one is shielded from this pandemic, and we must band together (virtually and in spirit, of course) to protect ourselves and each other from this virus. Be empathetic, respect that everyone copes differently in times of crisis, and do your part to spread information not germs. We will get through this as a community and nation.

Stay hopeful and forge forward!

Best,
Your Name



Email #2 // Remote Work Implementation Notice

Recipients: Your Team

Team,

It's undeniable that the Coronavirus has highlighted how fragile we are as a human race. Please continue to stay updated on news from reliable sources, practice social distancing and heightened hygiene, and be mindful of what this pandemic means from a health and business perspective.

The severity of this virus is not only in the rapid spread of an infectious disease, but in an economic downturn leaving people and businesses in financial crisis, regardless of size, industry, or socioeconomic status.

We are adopting an optimistic prepper approach to this crisis, which means making sure we, as individuals and teams, have what we need in the present, while remaining hopeful about the future. As such, we will be taking all necessary precautions to ensure we're mitigating the spread of this virus, while helping others do the same.

As of **date**, we will be implementing a fully remote work plan and enforcing travel restrictions, in accordance with the [CDC guidelines](#). This is our opportunity to lead by example and encourage those around us to exercise extreme caution.

In preparation for remote work, we ask that you:

- **Retrieve all pertinent resources from the office.** Please be sure to take all necessary belongings that you need from our workspace by/before **date**. The physical office will be closed until further notice.
- **Prepare your home to work remotely.** This is everything from internet speed to creating a comfortable home-working space. Reference the CDC's [Individuals and Families Checklist](#) for other things you can do to prepare your home.
- **Leverage telecommunication tools.** Implement and/or consistently use tools like Microsoft Teams, Skype, Zoom, Whereby, or other services for web conferencing and team communication. This will allow us to still collaborate effectively, sharing faces and not germs.
- **Save all files to the cloud.** Ensure remote access to all important files using sharing services like Dropbox, SharePoint, and Google Drive.

A few other asks:

- Consistent with advice from local government officials and the World Health Organization (WHO) on COVID-19, we ask that you defer all travel to [high risk countries](#). We expect you will follow the guidelines provided by the CDC, including the 14-day self-quarantine if your travel history dictates.
- Please cease or limit travel. If you must travel, we urge you to adhere to the CDC's [travel guidelines](#).
- Please stay updated on accurate information. Helpful, quick links to reliable sources:
 - [CDC's Coronavirus Disease Information Page](#)
 - [Hand Washing Hygiene](#)
 - [Coughing and Sneezing Etiquette](#)

We are monitoring this developing situation closely and complying with protocols outlined by the World Health Organization (WHO), State of Maryland, Maryland Department of Health, Maryland's Office for Health Care Quality, and the Center for Disease Control (CDC).



Coming into this year and month, this is the last thing that was on our minds. We deeply care about all of you, our clients, and the community and because of that, we're taking this seriously.

Please know that in the coming days we will be distributing a more robust System of Management (SOM) detailing our remote work practices, guidelines, and tips. We will ensure you are set up for success and equipped with the resources and support to make this an easy transition.

Thank you again for your patience as we navigate through this challenging time together.

Best,
Your Name



Email #3 // General Updates and Encouragement

Recipients: Your Team

Team,

As Americans are asked to practice social distancing and take other precautionary measures to mitigate the spread of the Coronavirus, we're being forced out of our comfort zones and propelled into rapid and dynamic change. The transition is sending shock waves of fear and uncertainty through our community.

The news is on a perpetual loop of doom and gloom. Social media, email, and news sources are inundated with posts about the virus on a national and global scale. Businesses are in crisis mode – with leaders making tough decisions and exploring scenarios that couldn't possibly have been forecasted at the start of the new year.

MINDSET SHIFT

While the fear is palpable and the future is uncertain, there are coping mechanisms and positive mindsets we can adopt now:

- **We are in this together.** There isn't a person in the world shielded from this pandemic. You are part of a much bigger thing. *"I was no longer needing to be special, because I was no longer so caught in my puny separateness that had to keep proving I was something. I was part of the universe, like a tree is or grass is or water is."* -Ram Dass
- **Slow down.** Use time as a tool. Create the space to practice self-love, decompress, and focus on what matters most.
- **The only way out is through.** We can and will get through this as a team, as a community, and as a nation.
- **Double down on humanity.** Practice empathy, lend a hand, and be kind to one another. Continue to care for our clients and community, this is a moment of need and we are prepared to give.
- **Stay humble.** As we shared before, this event has exposed human fragility. We are not invincible, but we *are* strong and resilient.
- **Observe the bright spots.** In light of the tough spot we're in as a human race, appreciate our efforts and progress and celebrate stories like:
 - [WoolWorth implements elderly-only shopping](#)
 - [Google and Microsoft give access to free conference tools](#)
 - [Google offers paid sick leave](#)
 - [Zoom gives K-12 schools free videoconferencing](#)
 - [Starbucks offers employees free therapy](#)
 - [NBA athlete Mike Cuban plans to pay NBA arena workers](#)

Additionally, the government put together a trillion dollar package to alleviate overwhelm inclusive of: interest rates being dropped to zero, [tax filing relief](#), and cutting the payroll tax.

If you see something that scares you, find something that inspires you.

WELLNESS SHIFT

As individuals, it's imperative that we maintain our health and wellness during this unprecedented event, and encourage/empower our clients and community to do the same. Below are just a few, simple ideas you can integrate into your "new normal" routine:

Examples from SHIFT's communication; please feel free to edit the chart below and/or add your own ideas.



Emotional wellness	Mental wellness	Physical wellness	Spiritual wellness
<ul style="list-style-type: none"> - Daily morning gratitude practice: journal and record five things for which you're grateful - Limit social media to specific times during the day 	<ul style="list-style-type: none"> - Get at least 8-hours of sleep daily - Set your day-to-day routines and stick to them so that you feel focused and productive 	<ul style="list-style-type: none"> - Exercise daily: there are many free online resources for at-home workouts - Eat healthy foods and adhere to a normal eating schedule - Take immune-boosting supplements: vitamin C, D, and Elderberry 	<ul style="list-style-type: none"> - Meditate or go for meditative walks 2x per day - Focus on your breath - Read things that inspire you

Week by week we'll be called to higher levels of courage and bravery. We'll need to reprioritize what's most important and release the things that no longer matter. This is an opportunity to reset how we connect, engage, inspire, care for, and support each other to:

- Plan instead of panic
- Focus on we, not just me
- See opportunities, not losses
- Make progress versus dwelling on problems
- Navigate the change from "was" to "is"
- Care more about being versus doing
- Acknowledge what we have, instead of what we don't have

We are all in this together.

WORK SHIFT

We'll continue to keep you updated on the state of the state and how this pandemic is impacting our team. Here are the things we're focused on this week and how you can help:

Examples from SHIFT's communication; please update to reflect the actions your company is taking.

- **Resources to support SHIFT Nation.** We are working hard to devise, develop, and publish content and solutions that will help our clients, community, and team. Continue to share your ideas and input. We'll distribute new resources as they're finalized.
- **Account Planning.** Please work in your account planning meetings this week to brainstorm how this will affect our clients, ways in which our clients can win during this crisis, and how we can actively support them.
- **Virtual SOM.** We are working to finalize our new Virtual System of Management (VSOM) which will offer guidelines, best practices, recommendations, and support for remote work. We'll share this before the end of the week.

"Be strong, be happy, be beautiful. And believe that anything is possible when you have the right people there to support you."

Misty Copeland

Stay healthy and happy, everyone!

Your Name



Email #4 // Updated on Your Company's Current Operations

Recipients: Your Clients

FNAME,

All of us understand by now that our nation and world is facing a truly unprecedented and alarming health crisis. The Coronavirus pandemic is adversely affecting our businesses, communities, families, and lifestyles.

Our thoughts and gratitude goes to those fighting this virus. We are deeply appreciative of healthcare workers, researchers, scientists, and the like for their dedication and commitment to resolving this pandemic. We're also holding space in our hearts for those infected with the virus and sending wishes for full recoveries.

In response to these difficult and uncertain times, **Company** is resetting priorities, evolving the way we do business, and providing additional support to our valued clients. Consistent communication and transparency through this time of fear and uncertainty are critical. Aligned with this thinking, we are committed to keeping our clients and community informed while also supplying you with the resources you need to keep your networks informed.

As of **date**, our team has transitioned to a fully remote work plan. Our physical offices are closed until further notice and our team will work with our clients solely through digital channels. We've taken this measure to protect the health, wellbeing, and safety of our team and will continue to make adjustments and implement necessary technologies to address individual, team, and client needs. *Insert any other pertinent information.*

Slightly moderating the negative and the challenges we face is that we have a far greater ability to stay active and connected, thanks to technology. While not diminishing the literal life struggles many of us are dealing with or may confront, here are tips to help you and those that matter most to you navigate the next few weeks with a sense of control: [Remote Work Best Practices](#).

Through this, stay positive and seek the silver linings. A simple perspective shift can often make an enormous difference. For instance, what if we weren't remote so much as distributed? Rather than being distant, we're merely in different places. Distributed workforces increasingly are the norm. Driven by the current state of world health, far more of us are experiencing distribution of our teams and doing so rather suddenly.

We understand that not all business models can adopt a fully remote work environment but hope that all leaders are taking [compulsory precautions](#) to protect themselves, their teams and families, and our community.

We have an amazing and knowledgeable team here at **Company** that are here to support you. We are in this together! As we go forward, we'll be sure to keep you updated, and know that we always value your questions, ideas, and feedback.

Stay healthy,

Your Name

