

# Now What? Communicate!

Adversity can break us or it can make us.

Yeah, this is a weird, scary time right now. At JP Carlson Consulting and Ron Schrader Consulting, we're feeling all the same things you are. It's easy to be overwhelmed by the unprecedented and frightening situation unfolding around us. Like everyone else, we don't know what's going to happen next. **All we know is that we want to help.** So for the next few weeks we're going to do that in the best way we know how—we'll be spotlighting an important topic and providing some practical advice we hope you and your team will find valuable.

This week's topic is: **Communication.**

Whether we like it or not, we're all forced to adapt our routines to a new normal that might feel difficult and unsettling. During times of such uncertainty, people need some semblance of normalcy to help them cope. Regular, planned communication is a great way to help provide that sense of normalcy. We all know communication is critical when people are unable to work together face-to-face. In these situations, it's easy to rely on email and text to get the job done. The reality is that talking—and even better, *seeing* and talking—is more important now than ever. Here are some thoughts for you to consider as you retool your communication for today's challenges:

- Leverage technology (teleconferencing, Skype, Facetime, Zoom, etc.) to see and speak to each other
- Increase your one-on-ones, team check-ins, and skip-level meetings
- Create virtual partnerships across departments that may not have existed before
- Establish short-term cross-functional projects to tackle issues like stream-lining processes for when people return to work
- Most importantly, make your conversations about MORE than just work—find things to celebrate and share some of the ways people are discovering to cope with a challenging situation
- The lines between home and work are now blurred—have team members share photos of their work spaces, pet colleagues, recipes for lunchtime treats
- Get creative—make theme days for video conferences (sports, crazy, socks, superheroes)

**Remember:** Even under these extraordinary circumstances, building a close-knit team and strengthening your organization's values is still possible.

**On a final note, Jenn and Ron are still open and working.** We look forward to helping you take care of the people who make up your business. We have all kinds of virtual tools and ideas to tap into the power of your people. If you need anything from us, we're here for you.

Thanks, and hang tough. We will get through this.