



## **Improving Employee Engagement and Providing a Robust Employee Experience During a Crisis**

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# Communications

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## *Be strategic*

- Communications plans, especially for the big initiatives
- Multiple avenues of communication: one size doesn't fit all
  - Remember to use alternative formats for special needs
- Use reliable and evidence based sources
- Use subject matter experts
- Consider timing and cascade of communications
- Allow time for required reviews

# Questions & Concerns

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## *Meet employees where they are in the crisis*

- Be available and timely in responding
- Don't judge
- Understand the question(s) and answer what's asked
- Refer employees to helpful resources
  - *Evidence based webpages*
  - *Q&A or technical assistance documents*
  - *Subject matter experts*
  - *Employee Assistance Program*



# Staying Engaged

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## *Keep what's already working*

- Provides a sense of normalcy and stability
- Communications are vital
- Convey the why as well as the what: Simon Sinek *“Start with Why”*

## *Stay engaged in a virtual world*

- *Meetings and one-on-one's*
- *On camera or off camera?*
- *Model engaging behaviors*
- *Check-ins “just because” – assist supervisors*
- *Pay more attention to the personal*
- *Ask what the employee needs from you*
- *Use the “one thing” question*



# Enhancing Engagement

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## *Think outside the box:*

- Engagement activities in each meeting
- Activities just for engagement
  - *Virtual parties, lunches, coffee breaks*
  - *Surprises*
  - *Fun*
- Promote networking to stay connected
- Don't forget professional development



# Think Inclusivity

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## *How are all employees included?*

- Are communications sensitive to all employees and all needs?
- What about employees with special needs?
- Is every activity looked at through this filter?
- Do we promote volunteers, cross-department projects/teams, opportunities to be recognized?



## *Make your virtual workplace inclusive:*

- Does the culture welcome all -- or even most? -- “What’s YOUR sport?”
- “Fun” activities should be voluntary and be able to include all
- What is a “fit” for some of us is not a “fit” for others or the culture
- Think from other perspectives; see through the lenses of others

# Commit to Employee Wellness

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## *For employees:*

- Strategic plan
- Total Worker Health initiative
- Employee Assistance Program
- Health Improvement Program
- Return to Work initiative
- Enhance benefits offerings
- Communications to promote wellness

# For More Information

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## *Contact:*

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