

# 10 Critical Engagement Moves During COVID-19

1. **Communicate hope.** Affirm that this is an uncertain time, but surmountable. Have the courage to tell this story.
2. **Create a Corona Campaign.** Set a simple focus for the next 3 months, reduce your output, and provide clear expectations for your employees, customers and communities. Galvanise people around this mission.
3. **Use these three words, constantly: WE, US, OURS.** They foster unity, nurture a healthy worldview, and increase engagement.
4. **Provide a psychological safety net.** Let people know that there is a safety net to catch anyone who *happens* to need it. This reduces anxiety.
5. **Have a dedicated support crew for your employees.** This crew focusses solely on clearing the barriers and solving problems for your employees, so that your employees can in turn focus on helping your customers and communities.
6. **Offer the one thing you do best online, but make sure you involve people in it.** People are more engaged by what they get to be a part of, so go small and social – see it as bringing people together. Plus, big and broadcast is really crowded right now anyway.
7. **Help people to help each other, and ask them to document it and share it.** Beyond the essential service that you can still provide, ask people to help each other with the non-essentials, and to document what they do so that others can follow. (This has the extra effect of helping people feel meaningful and useful.)
8. **Anchor behaviours you want to foster in memorable phrases and actions.** For instance, “flatten the curve”, or washing your hands while singing the happy birthday song twice. People will never do what they can’t remember.
9. **Share stories that inspire from your employees, customers and communities.** They give us an example to follow, and give us hope that this will work out.
10. **Finally, remember that how leaders act now will be remembered for eternity.** Engage a little, and you’ll get a lot back.