

Going Above and Beyond Expectations for Employees and Customers in Crisis



National
Association of
Environmental
Professionals

Be Connected



**LAURA
THORNE**
CONSULTING



National Association of Environmental Professionals

Be Connected



National Association of Environmental Professionals



Be Connected



From **connected** to **EMPOWERED**

Connect

From **connected** to **EMPOWERED**

Engage

Connect



From **connected** to **EMPOWERED**

Connect

Engage

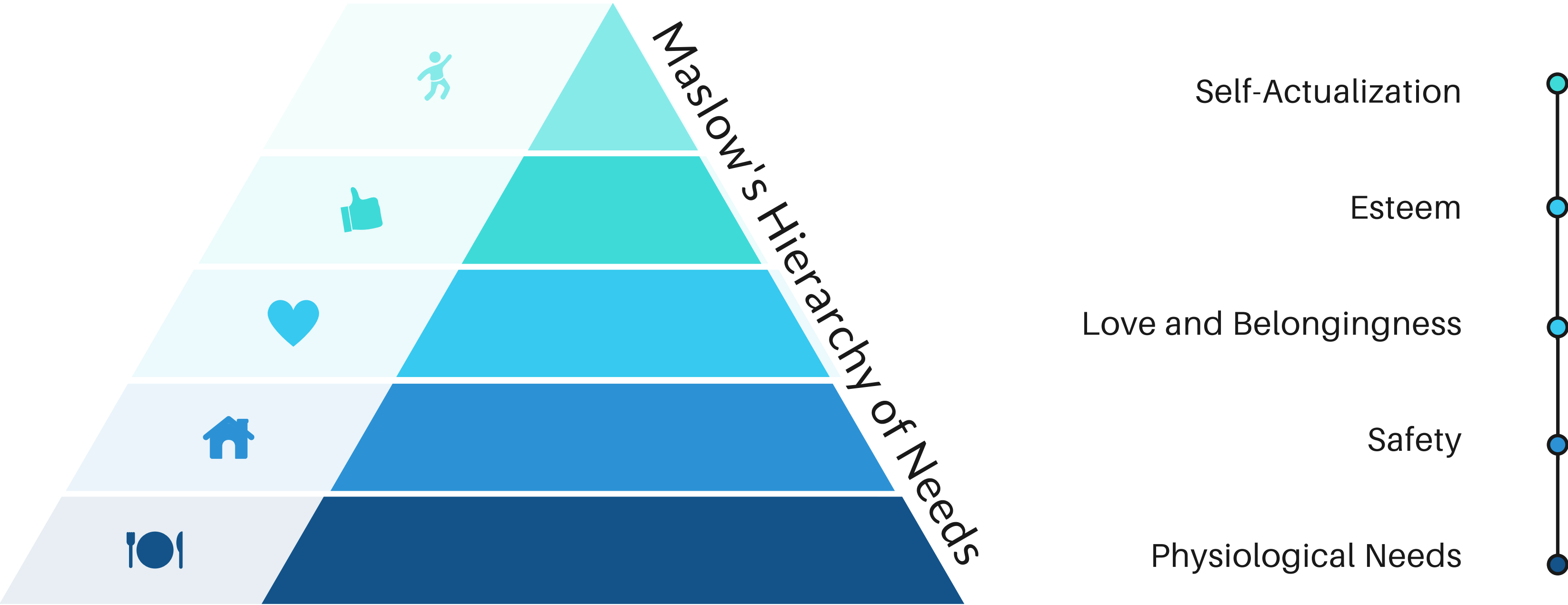
Empower



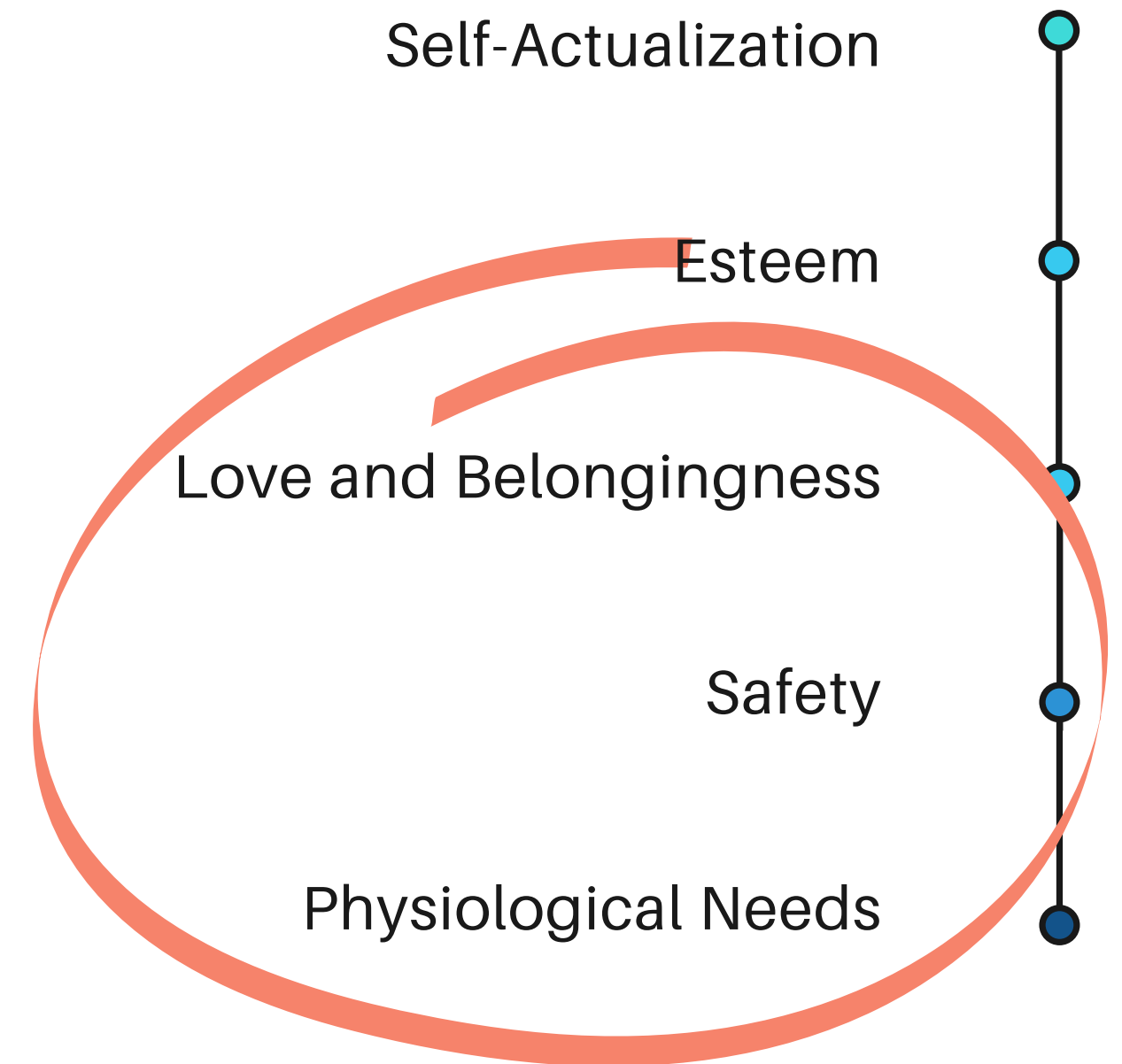
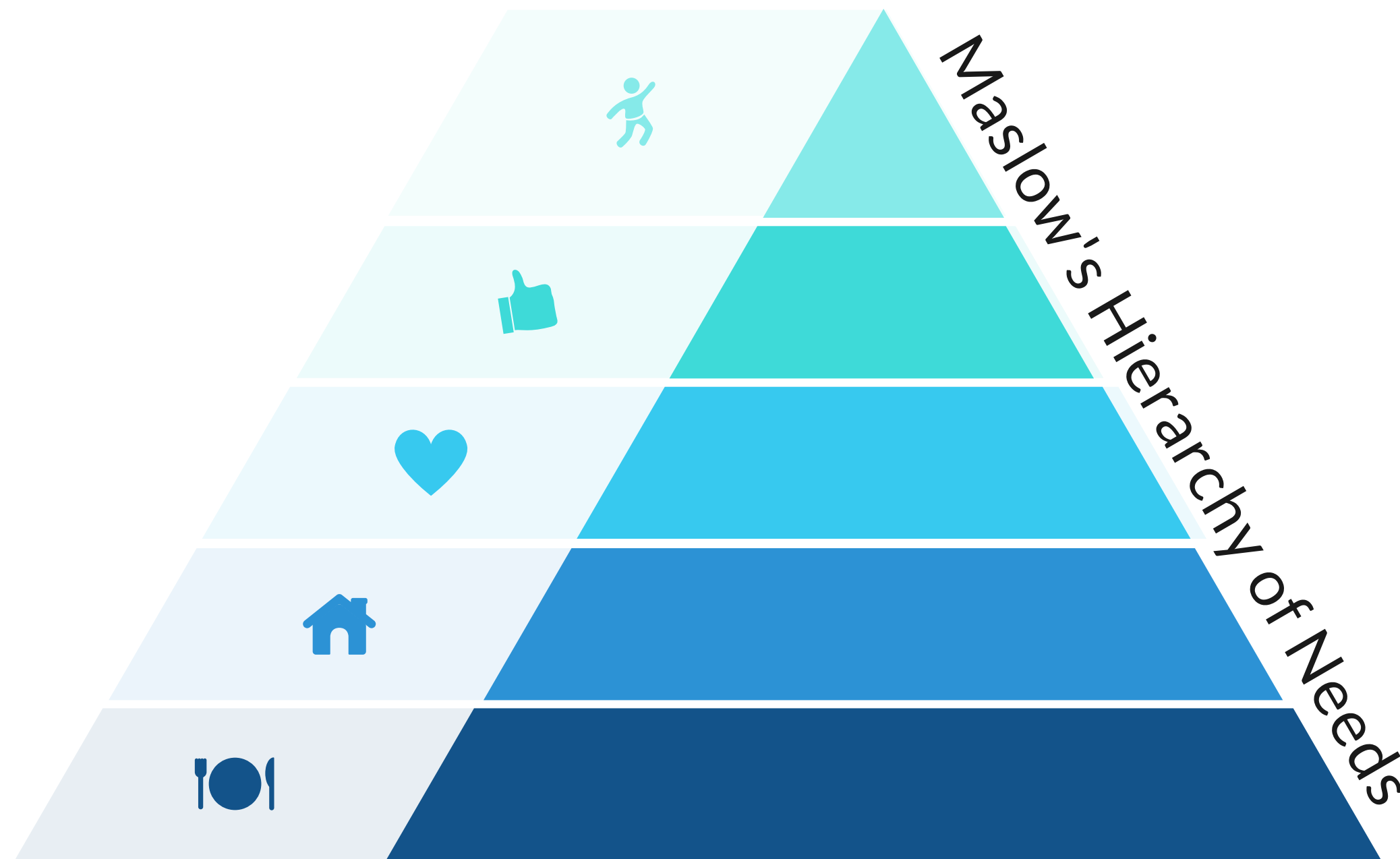
WHAT ARE COMPANIES DOING?



Empowerment Starts with Empathy



Empowerment Starts with Empathy



A large, close-up image of a hand cupping a globe. Overlaid on the hand are five grey silhouettes of people holding hands in a line. In the top left corner, there is a large, stylized number '1' inside a circular frame.

1

Check in with Your Values & Core Competencies

"Our primary concern is the health and safety of our employees
and the people in the communities where we live and work."

Ok show us

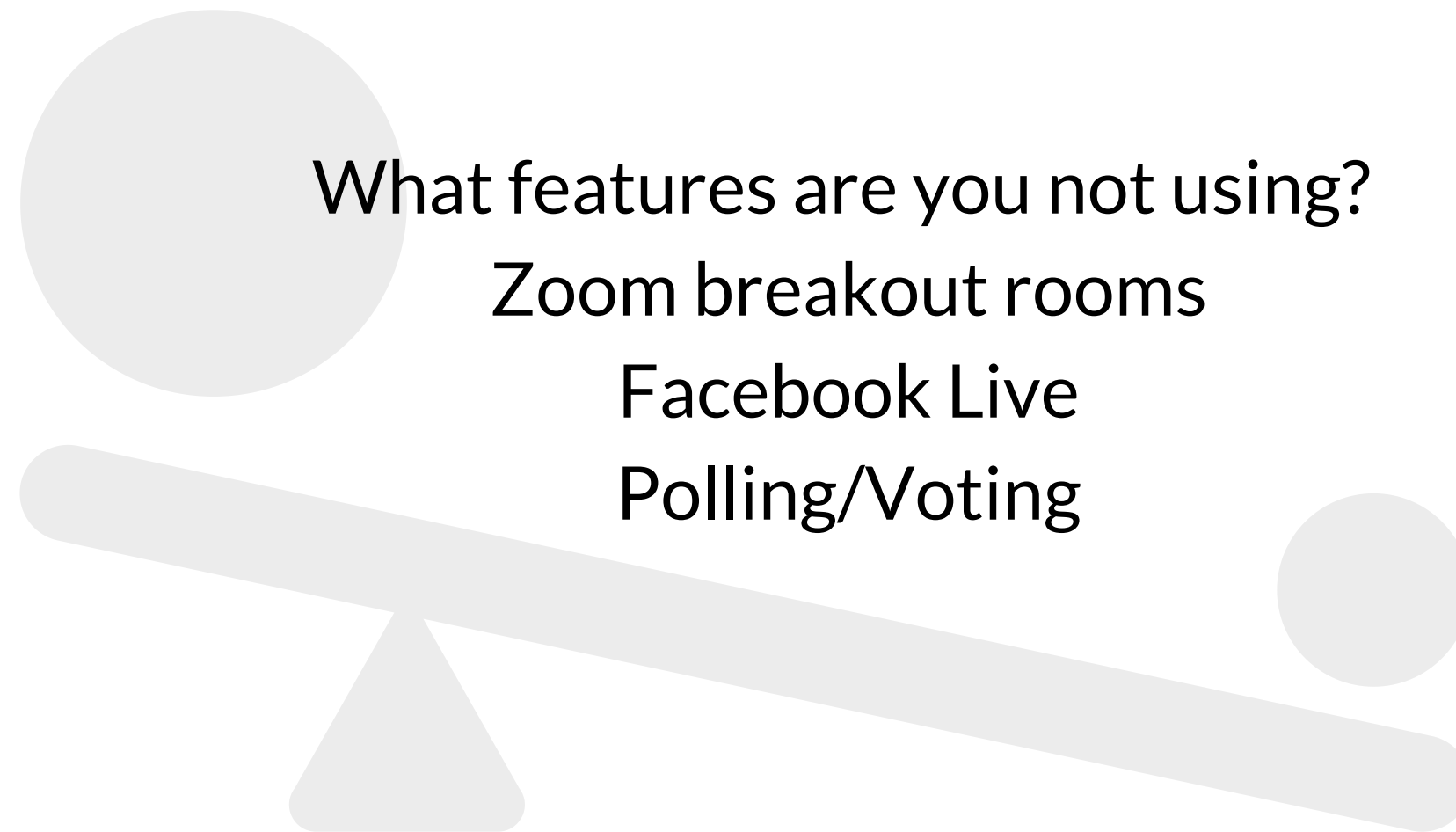
Update Existing Communication Plans

Our people	List their current needs/Challenges	Ideas/Opportunities	Assigned to
Employees			
Field staff	PPE, safety, fast updates	Checklist & inventory, request form	
Administration	Work from home support (equipment, schedules, time management help, wellness)	Request form, routine one on one and group meetings, something fun and uplifting. Social media spotlights	
Drivers	PPE, safety, fast updates, updated route info	Request form, routine one on one and group meetings, something fun and uplifting. Social media spotlights	
Management	Frequent communication, work from home, team support help	Virtual meeting training, coaching training	
Contract workers	Continuity, reassurance, transparency	Review sow's, make a contact list, have one on one's	
Interns	Reassurance, communication	Create or bolster mentorship, include in team calls	
Volunteers	Keep up to date	Socail media plan	
Customers			
Individual End users	Quality service, financial assistance, positive news		
B2B End user	Financial support, status updates, better relationships		
Local	Up to date hours and visiting procedures, change of delivery method		
International	Updates, online news		
Partners	Frequent communication, support, collaboration oportunties		
Suppliers	Financial support, status updates		





Leverage What You've Got



What features are you not using?

Zoom breakout rooms

Facebook Live

Polling/Voting

Is everyone trained to use these tools?

If you don't know what people want - ask



Employee Communication Considerations

**The problems you already
had are still there**





Employee Communication Considerations

- Connecting younger gen employees with the seasoned employees





Employee Communication Considerations

- Connecting younger gen employees with the seasoned employees
- Giving your newer and less experienced employees chances to participate and learn





Employee Communication Considerations

- Connecting younger gen employees with the seasoned employees
- Giving your newer and less experienced employees chances to participate and learn
- This isn't short term, you may as well start now before the economy ramps up again to implement initiatives to retain good employees



Have Better Virtual Meetings



Same best practices for in-person meetings apply

Have an agenda with a purpose/goal

Share the agenda before the meeting

State the ground rules (mute!)



Additionally

Do something to get people's attention

Invite everyone to participate or say something

"Eye Contact" Look at the computer


Employee Meeting Boosters



- ✓ Show and tell
- ✓ Take turns talking about favorite travel spot
- ✓ Toastmasters Tip
- ✓ Utilize the breakout rooms for deeper meaning and to save time

Above & Beyond Employee Examples





ABOUT
EXPERTISE
INSIGHTS
PEOPLE
PROJECTS
PURPOSE
CAREERS
CONTACT

Pandemic Response Toolkit for Municipalities & Public Utilities

As we respond to the COVID-19 pandemic, we are creating and identifying resources to help municipalities and public utilities and agencies cope with the evolving situation and maintain critical operations, while protecting their staff and communities. Resources are divided into the following categories:

- UTILITY OPERATIONS
- PUBLIC MEETINGS
- PUBLIC BIDDING & CONSTRUCTION
- FUNDING

Coffee with Doug

Taking Care of Our Employee-Owners

Since the second week of March, when ESA asked all of its employee-owners to work from home to help flatten the curve of COVID-19, our Corporate Response Team has met daily to review the situation and provide critical updates in a daily email. This has evolved into a weekly email series: Mental Health Monday, Wired Wednesday, and Feel Good Friday, that provides everything from tips for working at home with children and best practices for conducting a video conference to inspiration and silver linings that have come from this unprecedented situation. Much of the content is driven by our staff, and we have received wonderful feedback that our employee-owners feel more connected than ever, even when physically apart.



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The Power of Committed People



One of the most important decisions in the history of Woodard & Curran was when founders Frank Woodard and Al Curran decided to write a mission statement that put people first. Their insight was to create an atmosphere where people could connect with each other and their work, where they knew their work was valued, and where they had the freedom that would allow them to thrive. Putting our employees first means happy and engaged employees. And happy employees means happy clients. Over the years, as we have added new capabilities, grown from dozens to hundreds of employees, and expanded across the country, we have maintained that focus on empowering our people to do what they do best. It is fundamental to the way we do business.

Today, Woodard & Curran announced the acquisition of an amazing firm that shares our commitment to people and to solving the critical challenges of managing our precious water resources for the long-term. RMC Water and Environment has followed much the same path that Woodard & Curran did, though they began on the opposite side of the country, and I could not be more proud and enthused that they chose to complete the next step in their growth by joining Woodard & Curran. And, I'm very pleased to share that their President, Aluron Watson, will join the senior leadership team, continuing to support the California team and play a key role in...

AUTHOR



Terracon Business Continuity Plan for Mitigating COVID-19 Exposure - Scenarios and Protocols March 26, 2020, 12:22 PM CST

Standing Together (at a social distance)

The evolving reality of COVID-19 is one we are facing together. Terracon has a deep belief in being the best we can for people – you, our employees, and everyone we work around. Throughout this experience, we are working to create responsible actions that respect our communities, protect our employees' safety, and maintain operations to meet our clients' needs.

We are continuing to follow the guidance issued by the [CDC](#) and our local authorities, and adapting, as necessary, for the well-being of our staff. We want to let you know what you can expect from Terracon as we partner in this together.

The purpose of this document is to keep our clients informed of the actions we are taking to mitigate the spread of COVID-19, the various scenarios that could happen in this ever-evolving crisis, and a comprehensive review of our Pre-task Planning Protocols that have been implemented nationwide.

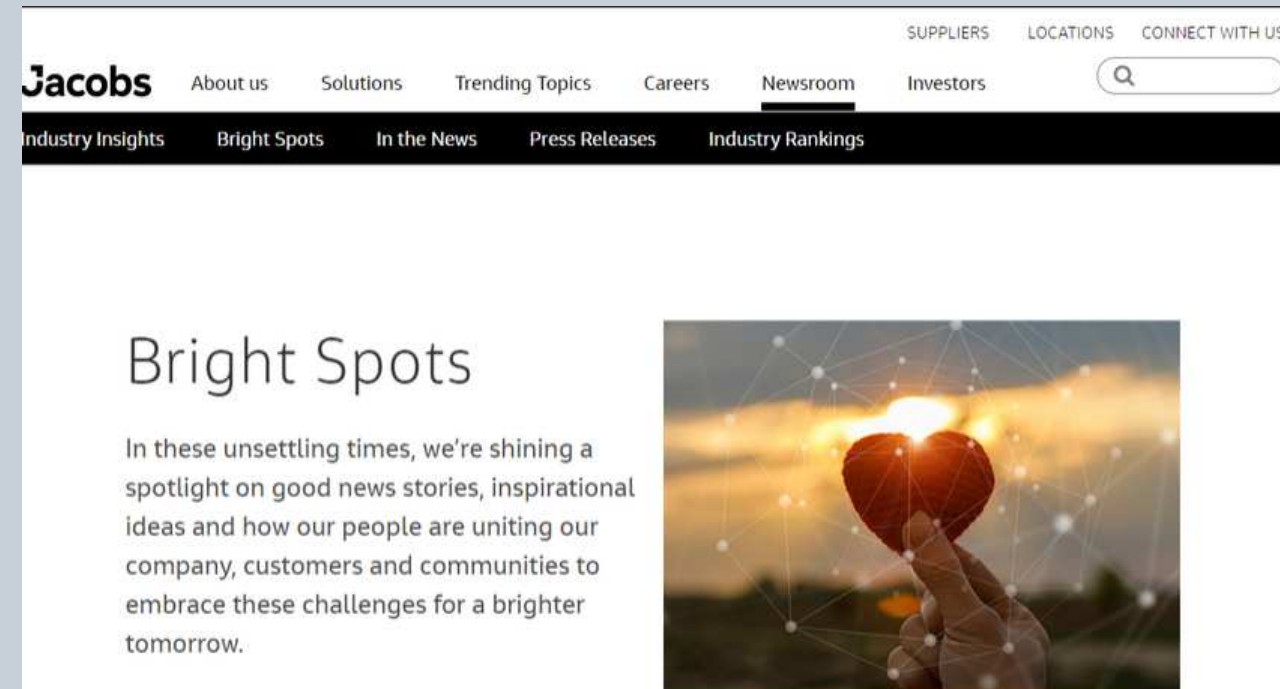
Terracon Task Force

We established a Task Force, comprised of key individuals from Executive Leadership, Safety, Industrial Hygiene, Human Resources, Communications, IT and Accounting corporate departments. This group meets daily to review current developments, create scenarios and protocols that will guide our decisions moving forward, and determine communications protocols to our leaders, employees, and clients. This group's work is reviewed by our executive team.

Company Precautionary Actions

This list summarizes the broader actions we've taken as a company to mitigate risk to our employees and clients.

Above & Beyond Employee Examples



From sidewalk chalk art and coloring pages, to an Earth Day challenge and handmade cards, our creative-minded teammates are making the most of their days and an impact on their communities. Here are four examples of some of this week's most imaginative moments at Jacobs:

Share Story



1. "A Whole New World": This Jacobs Dad is Bringing Disney Magic



Jacobs Project Manager Organizes Village-Wide COVID-19 Response

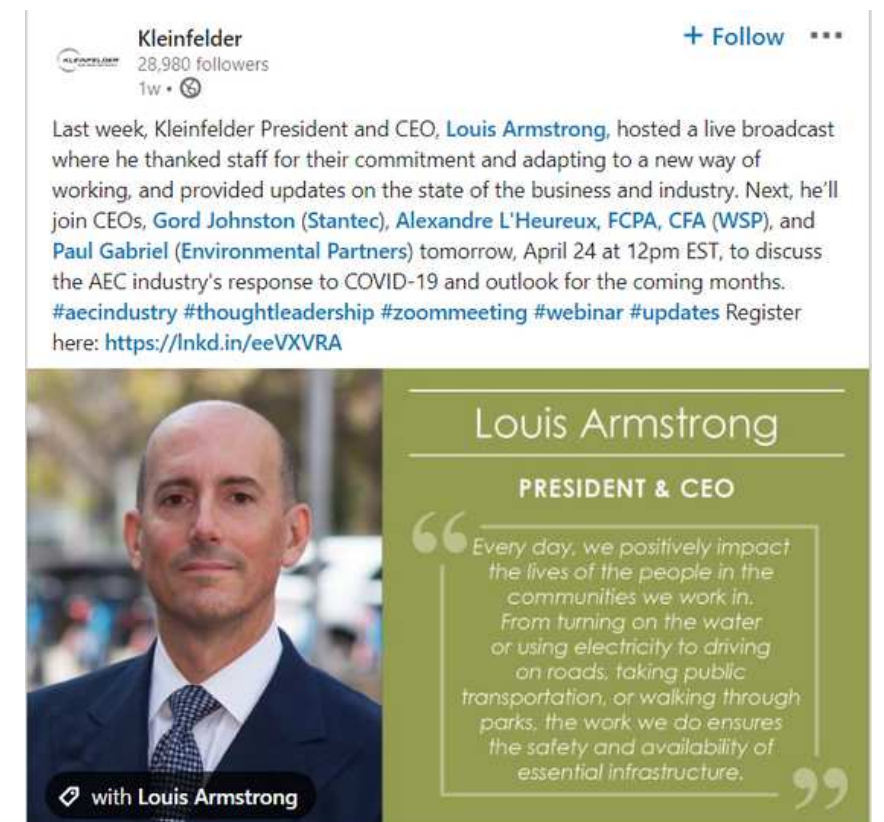
Gemma Goulding, a project manager in our Westlakes office in West Cumbria, U.K., works on decommissioning programs at the Sellafield nuclear site. But last month she turned her organizational skills to a different problem – helping those who are especially vulnerable to the COVID-19 pandemic.

[Learn more](#)

Engaged Employees: Employees are required to follow social distancing and other appropriate hygiene recommendations. Employees working from remote locations can be contacted via normal means. Where appropriate, field operations are continuing with the implementation of appropriate mitigation measures.

Enabling Infrastructure: Our technology and business practices have been built to provide the security, accessibility, and scale for us to work remotely and continue to service our projects and clients.

Visible Leadership: Given the fluidity and uniqueness of this situation, some time ago we convened a Business Continuity Team to address the evolving issues and communicate updates to our team and you as our partners.

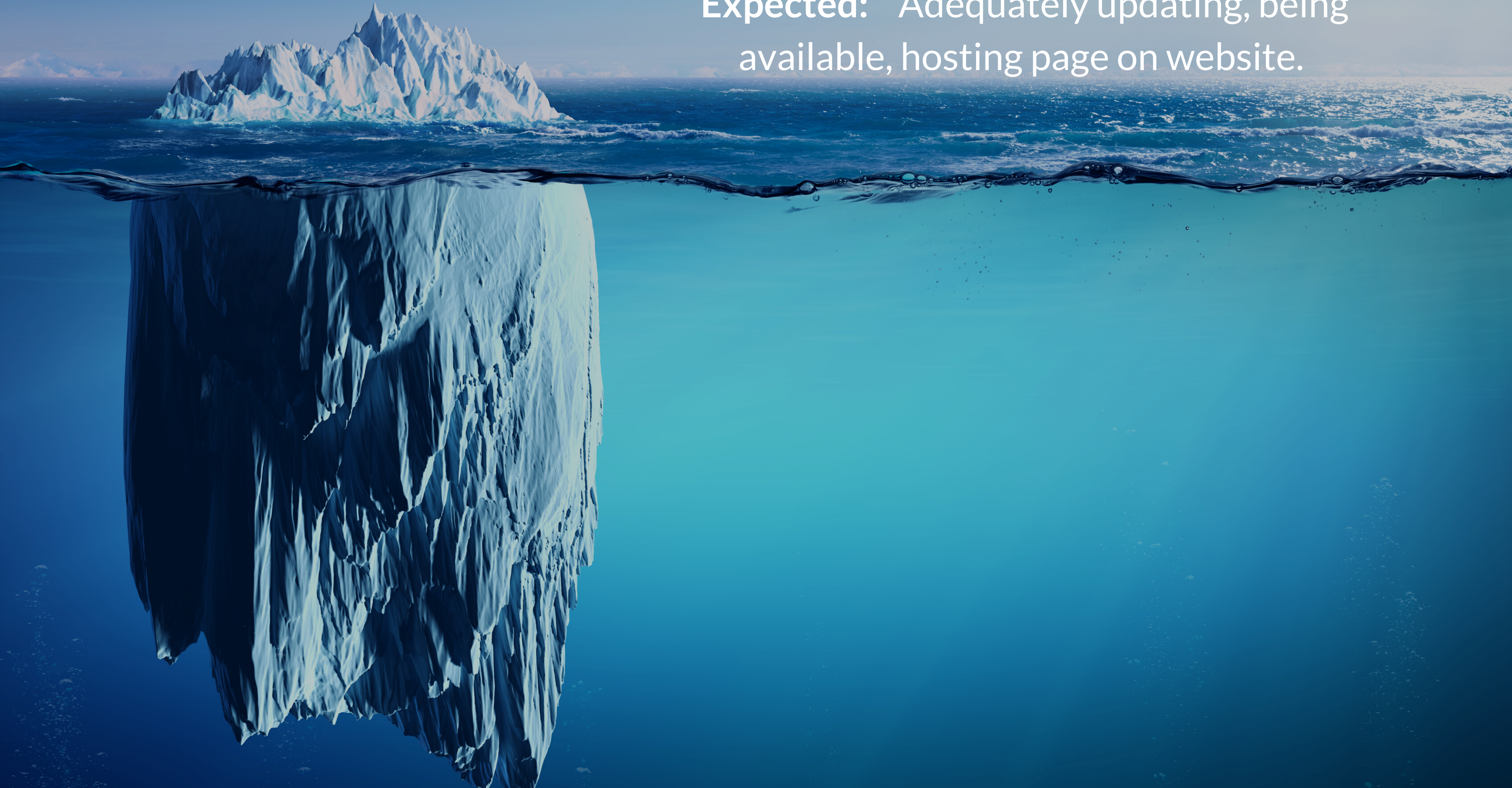


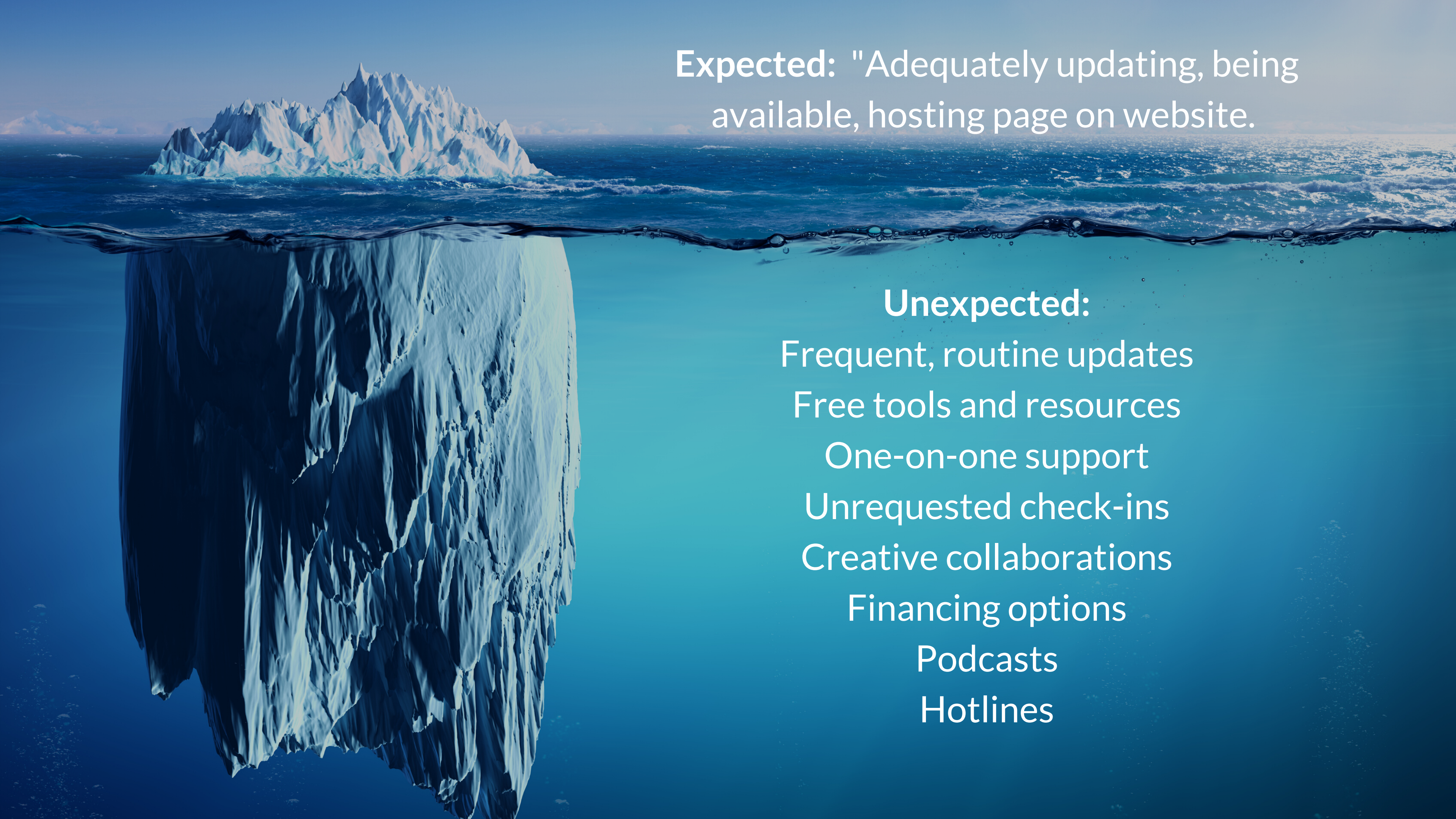
Customer/Member Communication Considerations

Carpe Fortuna

Go Above and Beyond

Expected: "Adequately updating, being available, hosting page on website."



A large iceberg floats in a deep blue ocean. The visible tip of the iceberg is jagged and white, while the much larger submerged part is dark blue and textured. The horizon is visible in the distance under a clear sky.

Expected: "Adequately updating, being available, hosting page on website."

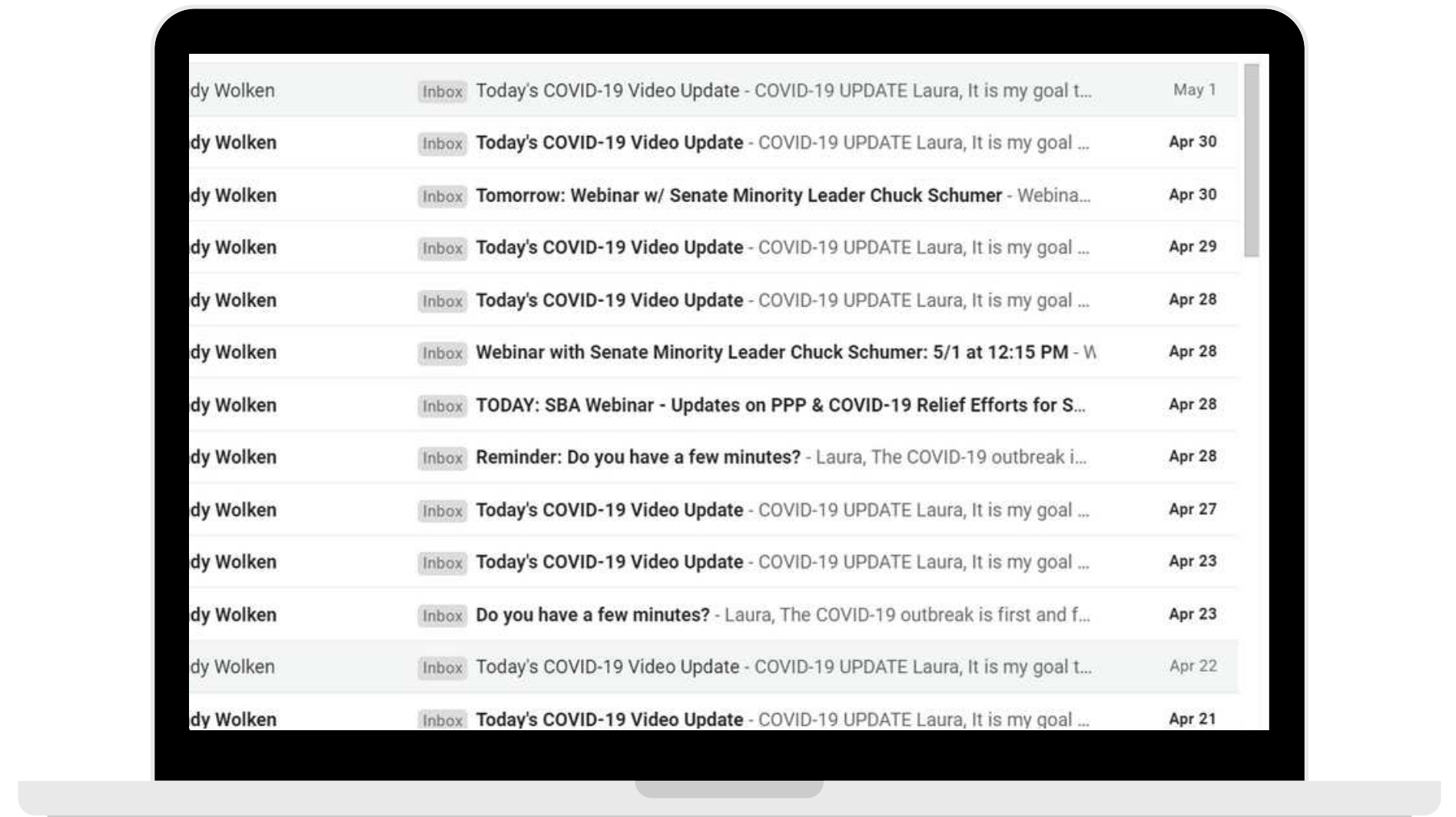
Unexpected:

- Frequent, routine updates
- Free tools and resources
- One-on-one support
- Unrequested check-ins
- Creative collaborations
- Financing options
- Podcasts
- Hotlines

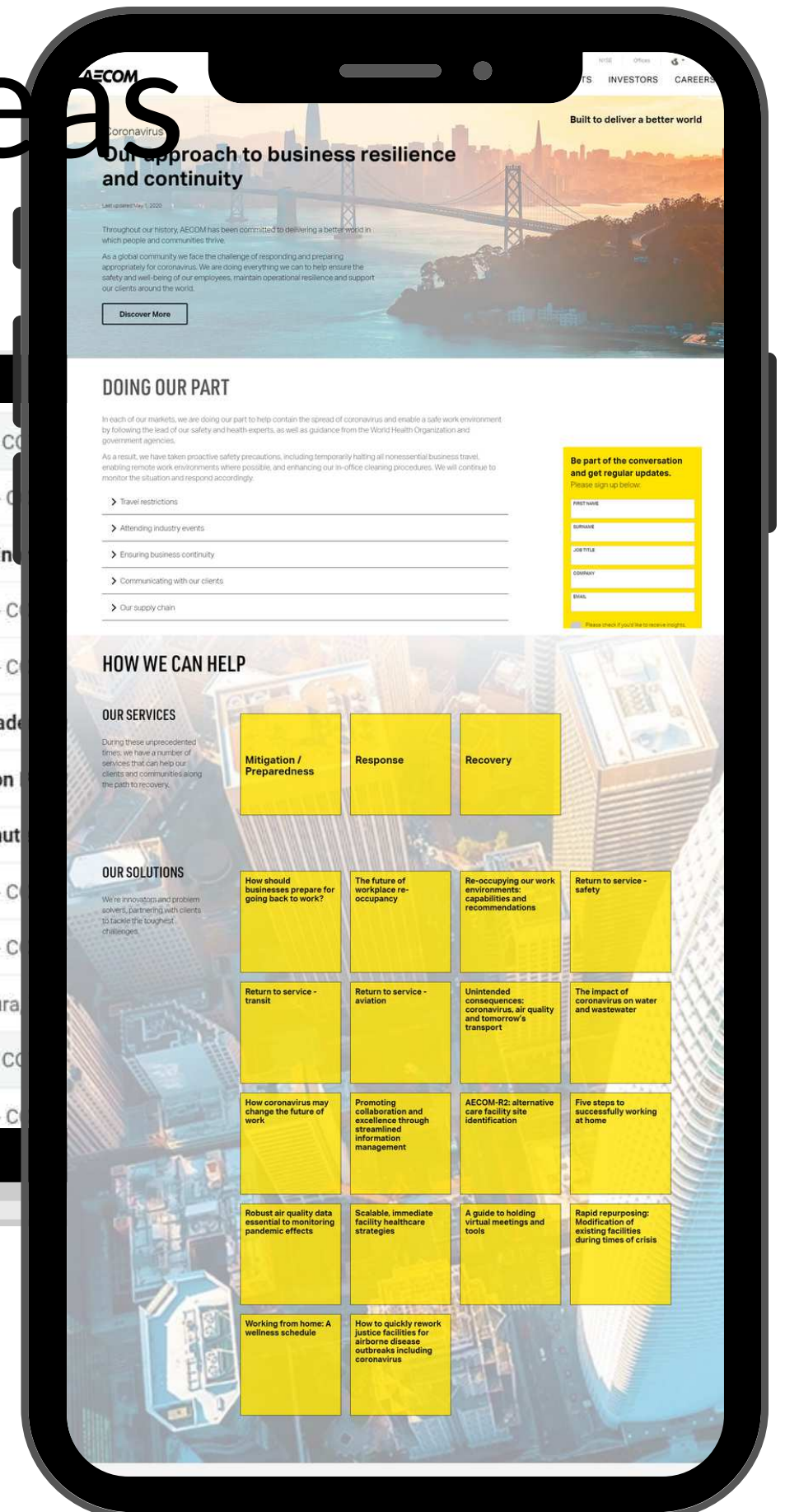
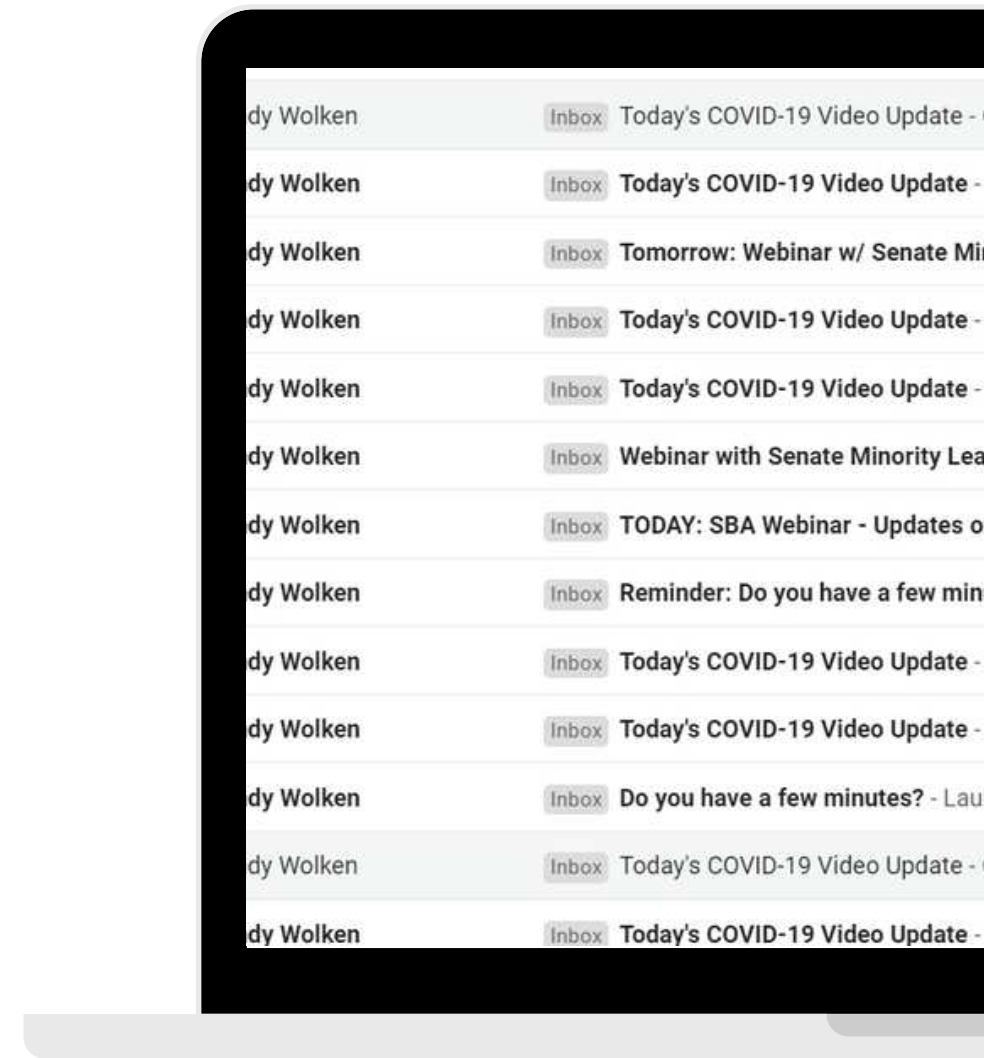
Customer/Member Ideas



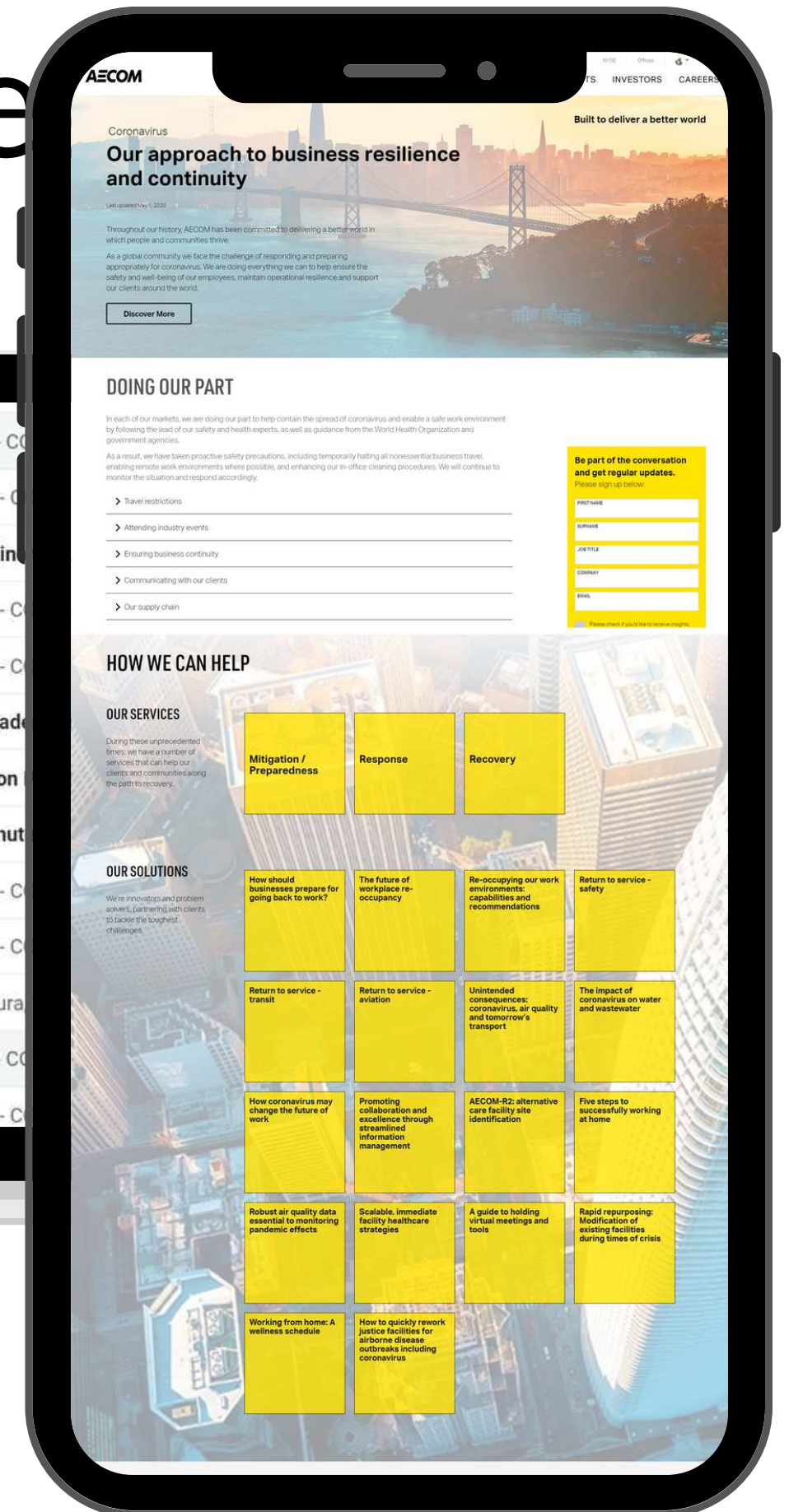
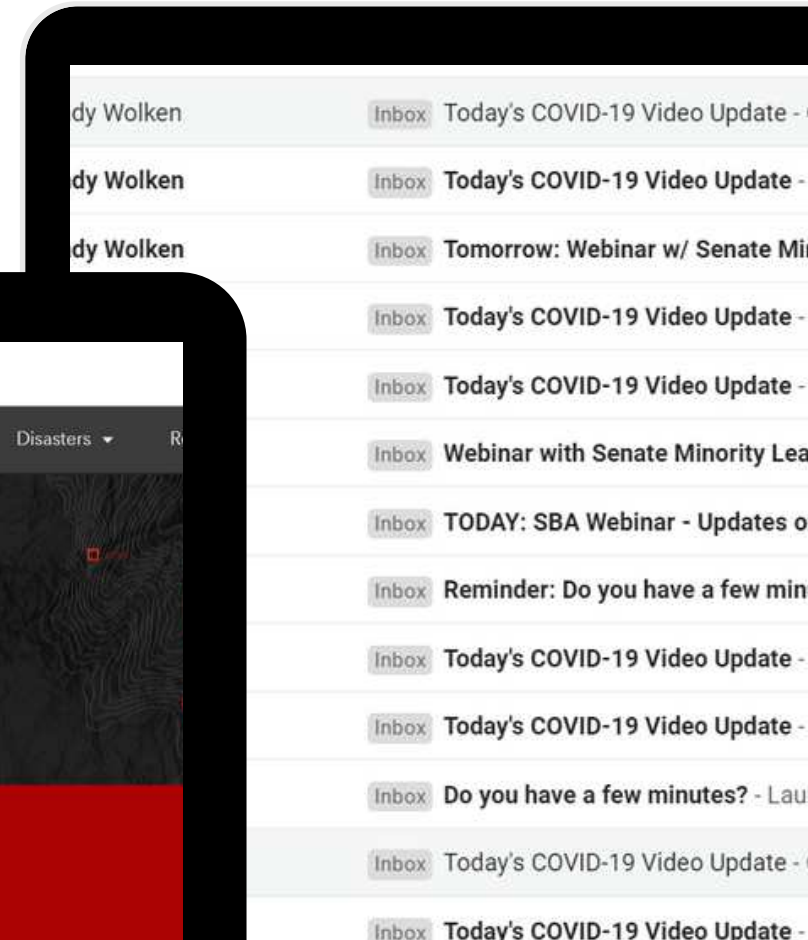
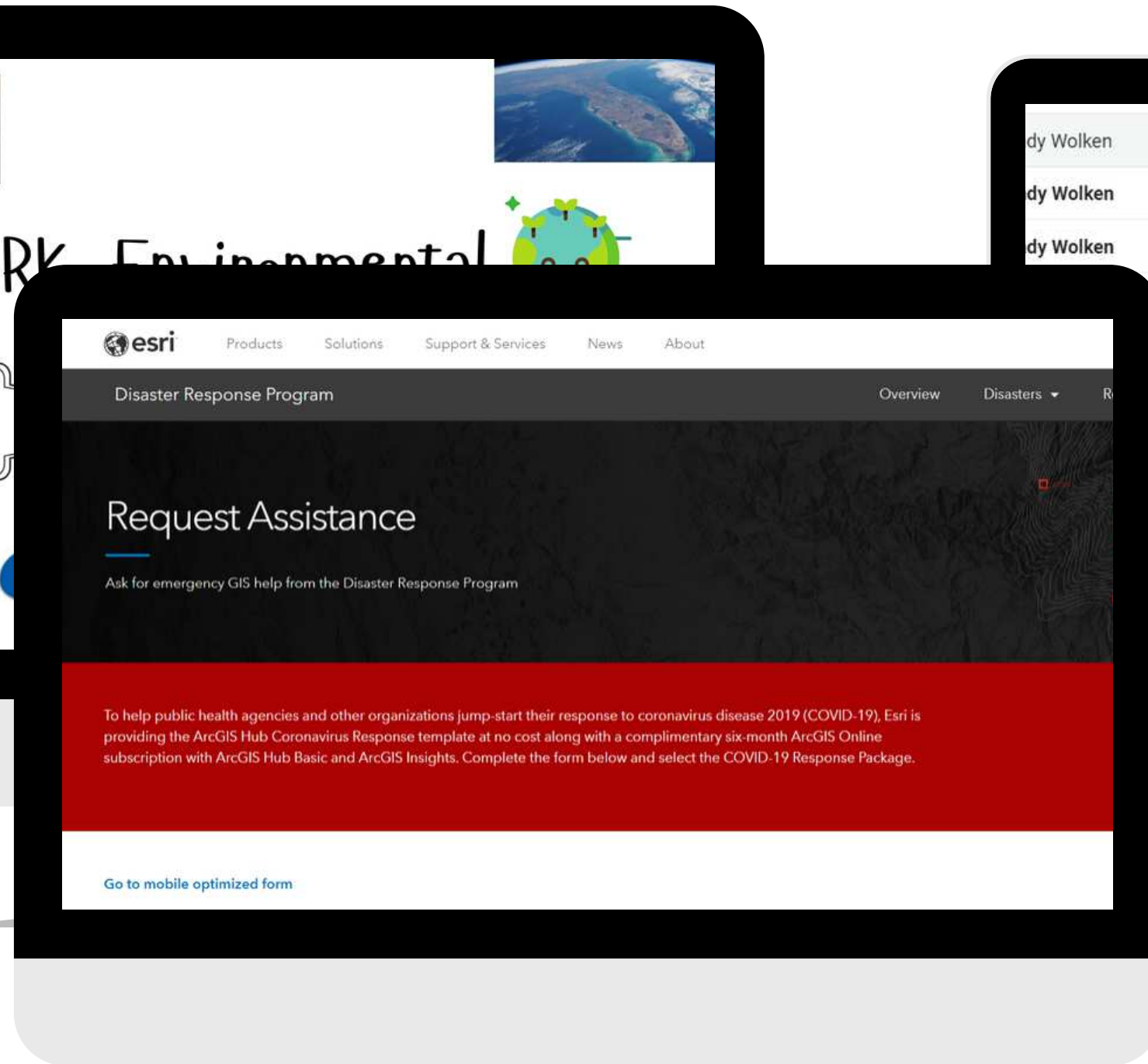
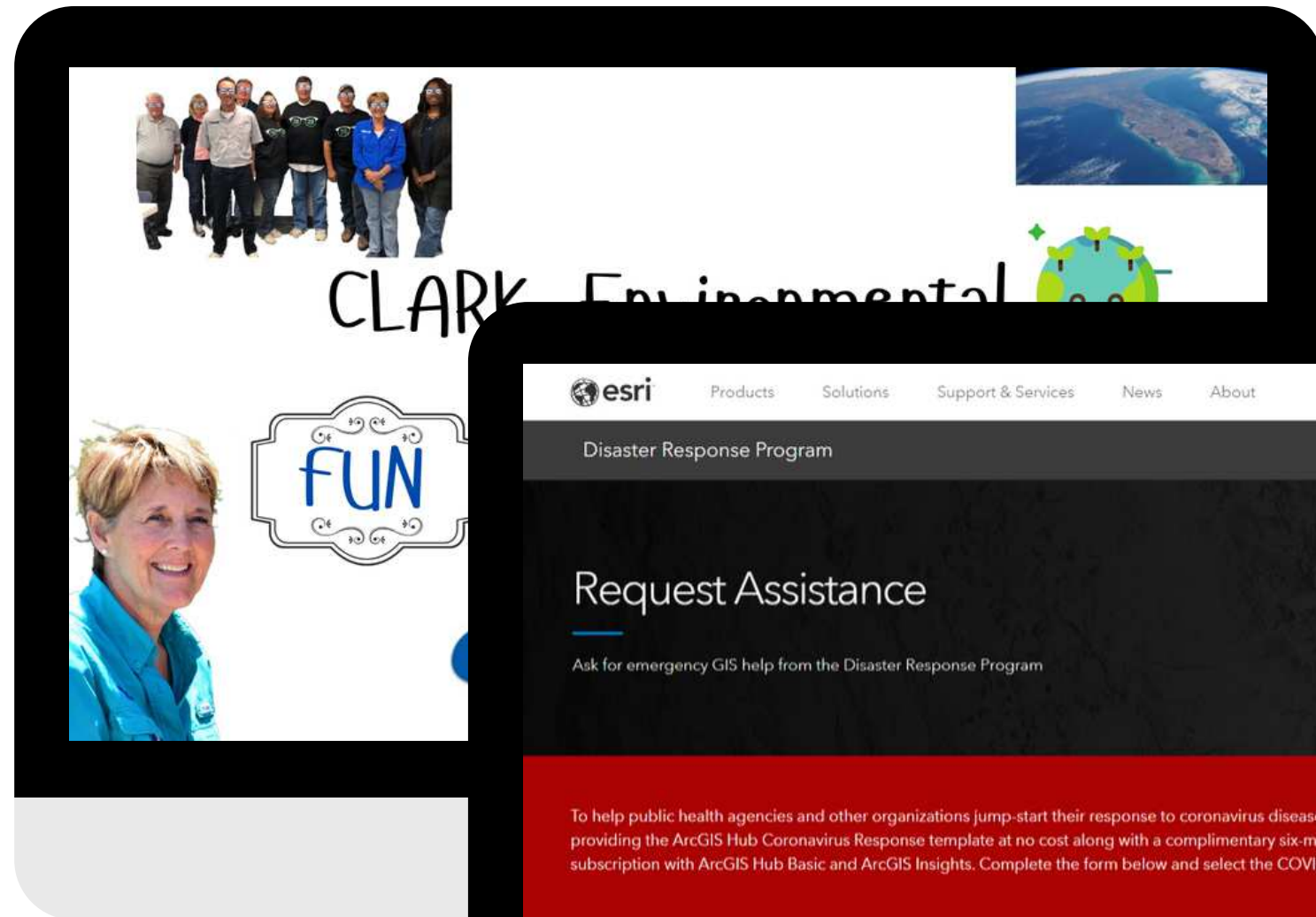
Customer/Member Ideas



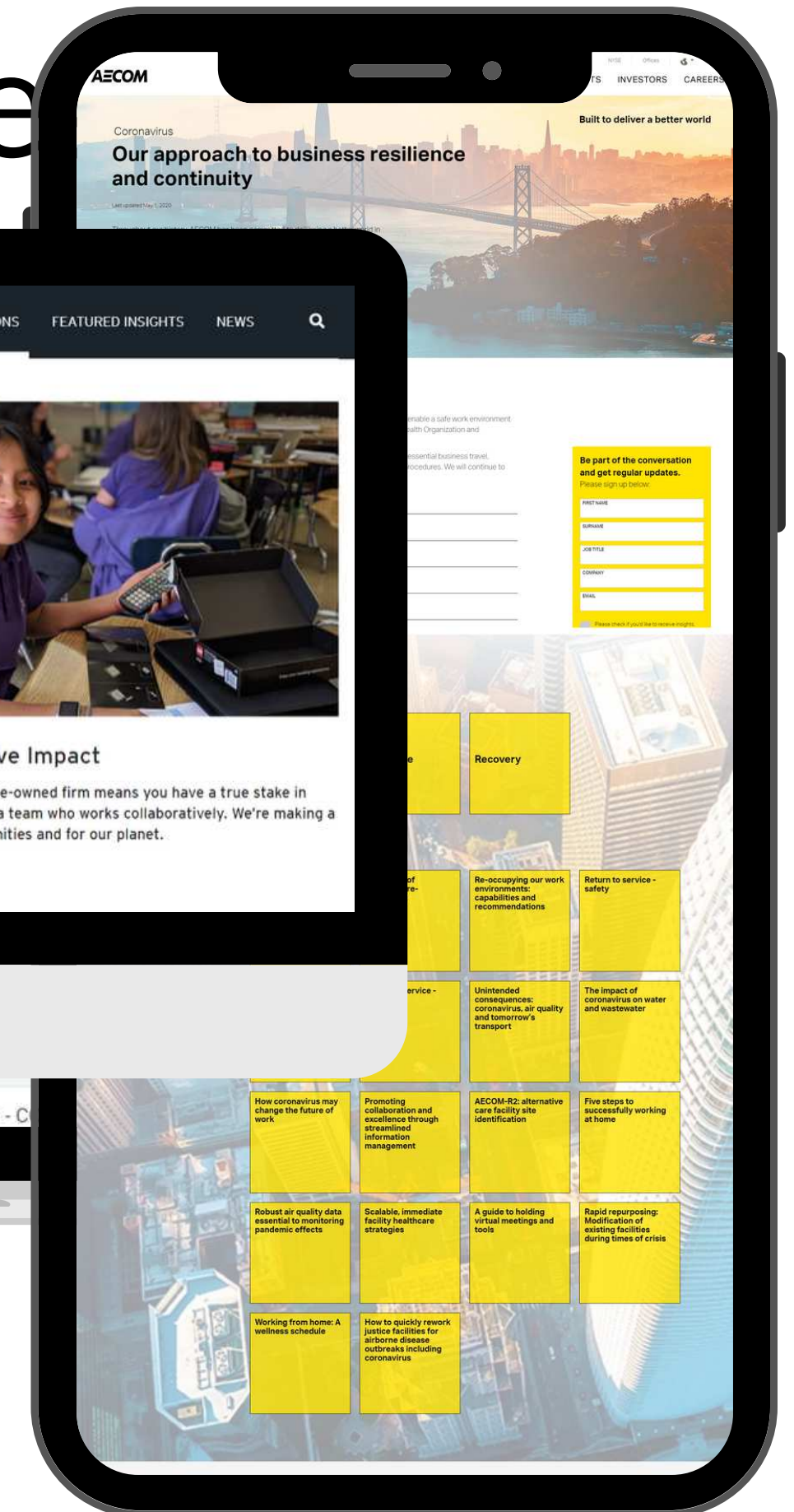
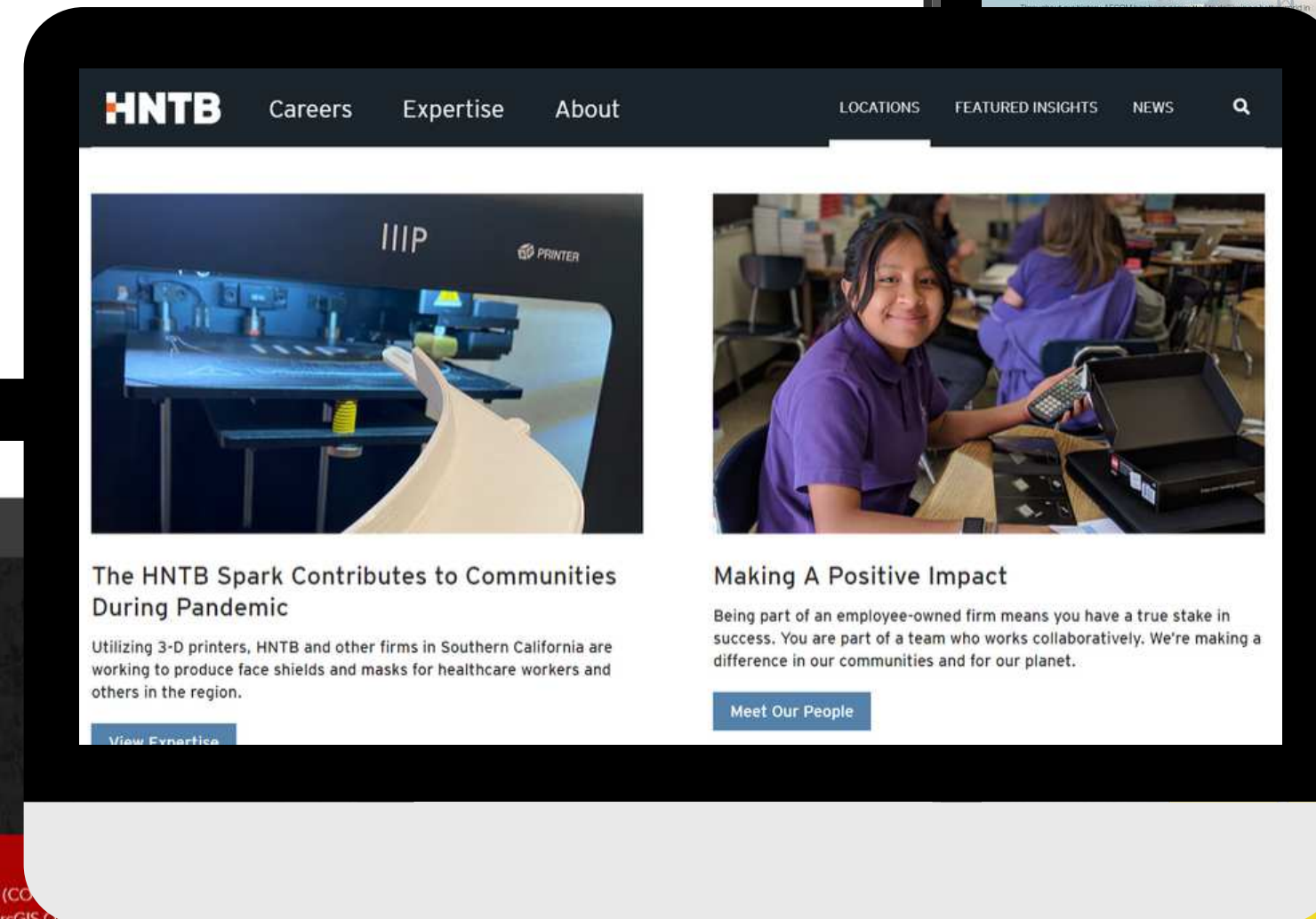
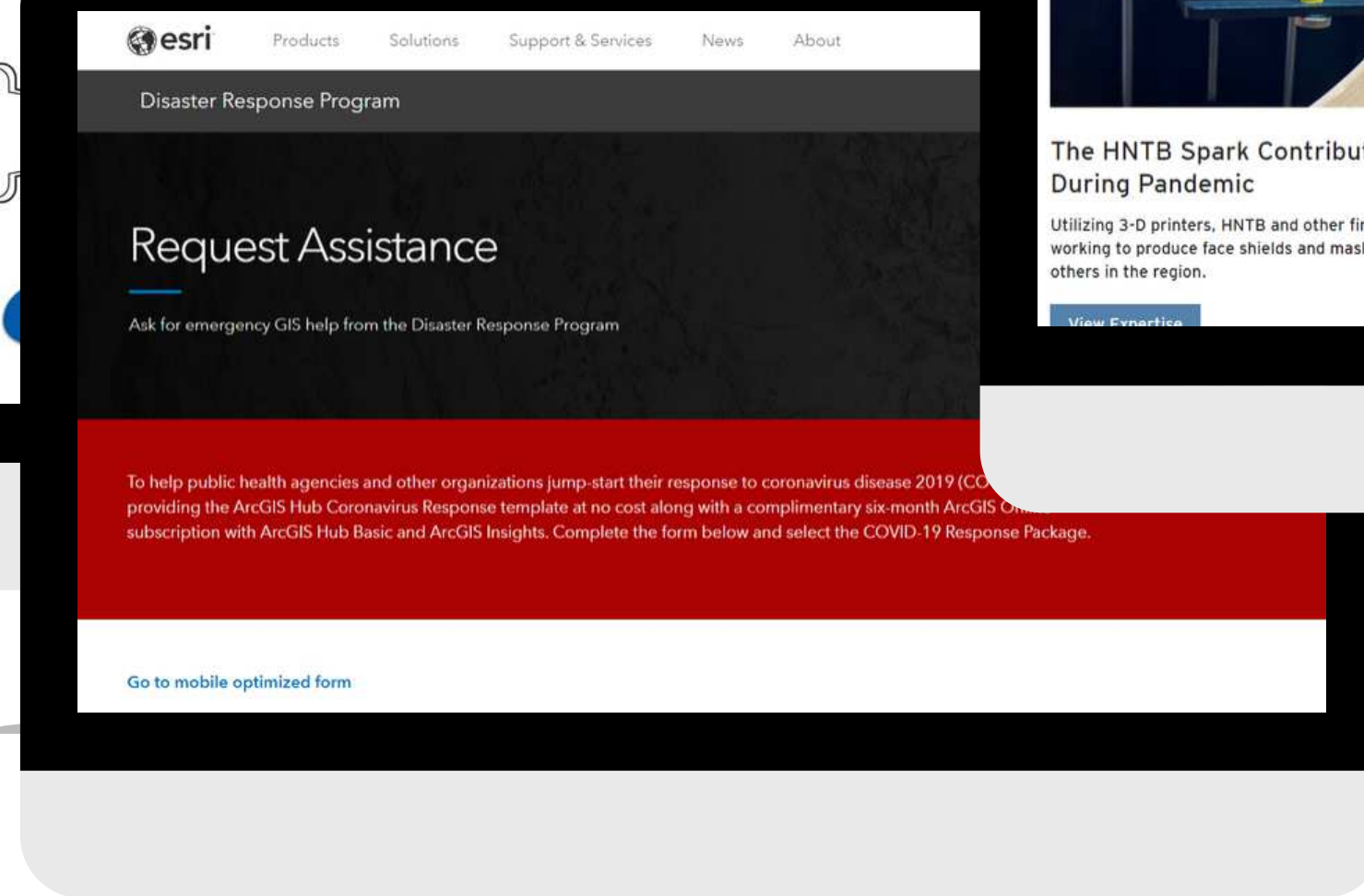
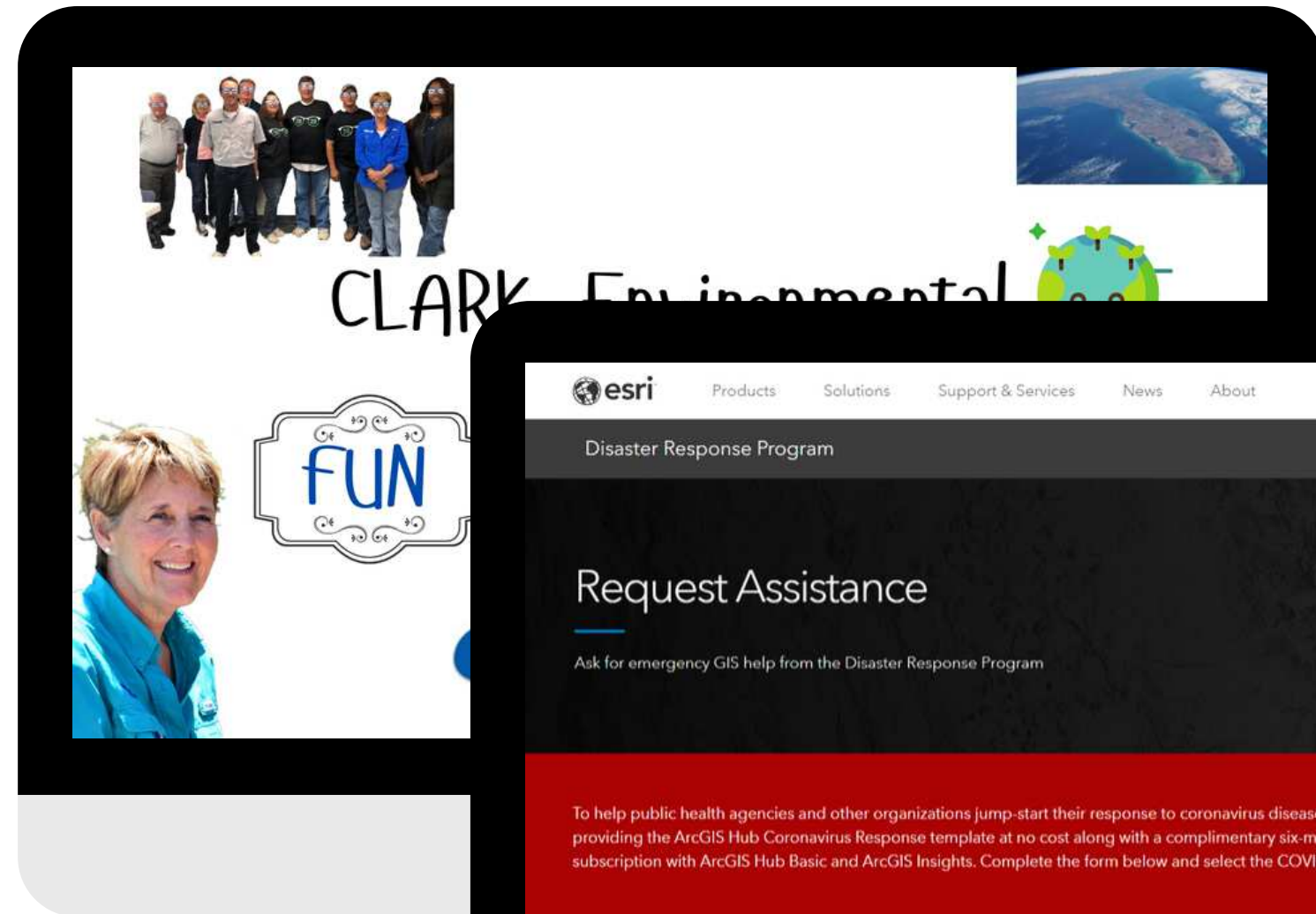
Customer/Member Ideas



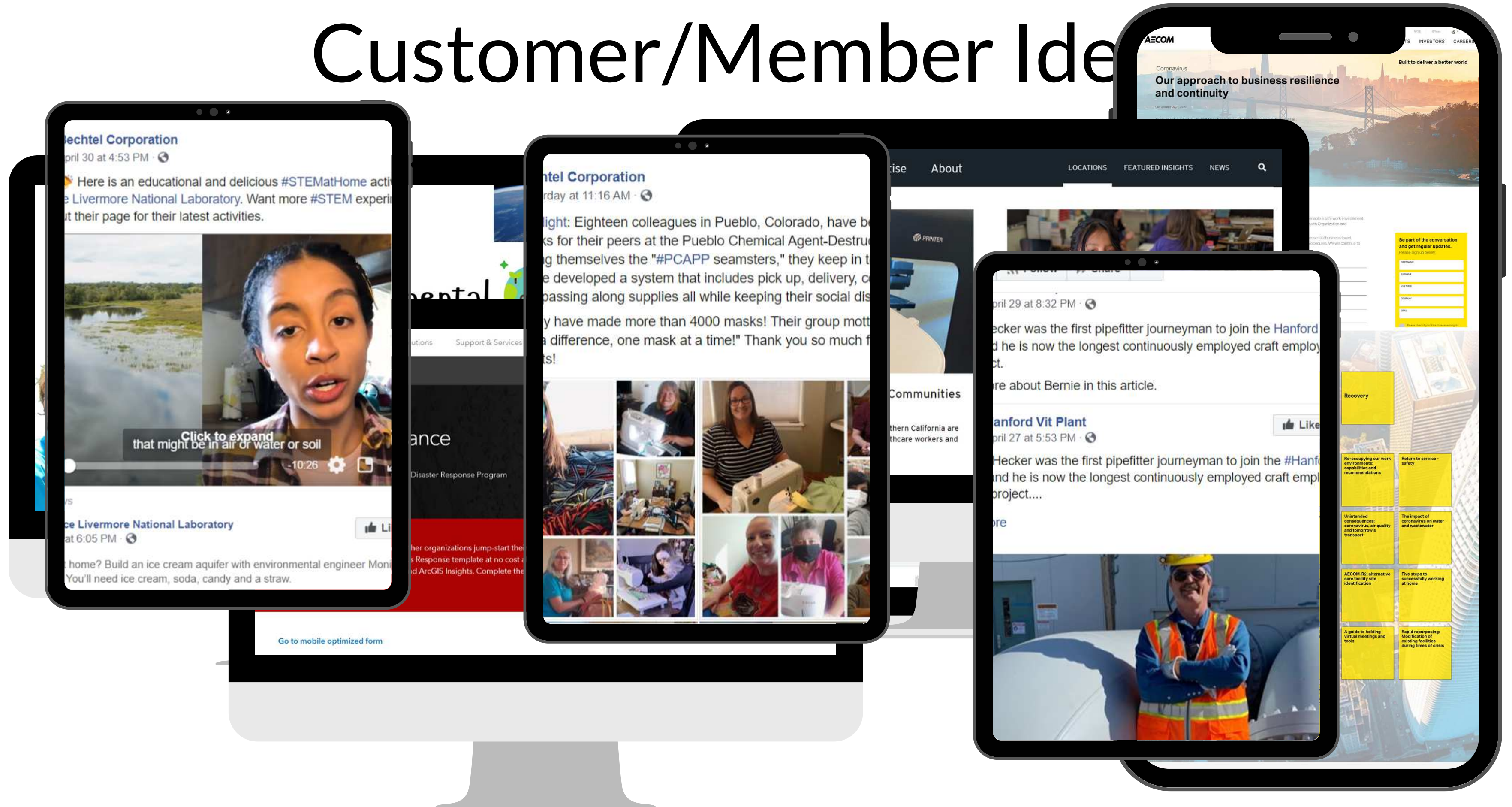
Customer/Member Ideas



Customer/Member Ide



Customer/Member Ideas



Customer/Member Ideas

Combine your Mission/Vision with a focus on their needs



How-tos and Q&A

Interviews

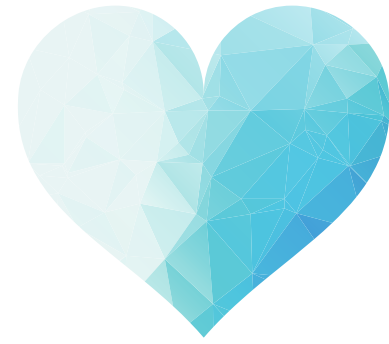
Webinars 

Highlights/Shout-outs

Give-aways

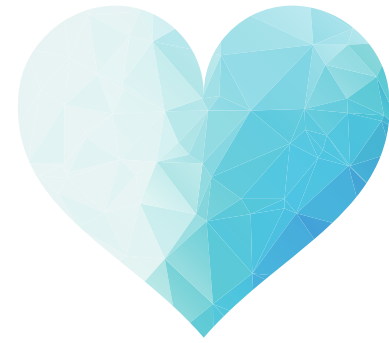
Quizzes

Parting Thoughts



Keep it genuine

Parting Thoughts

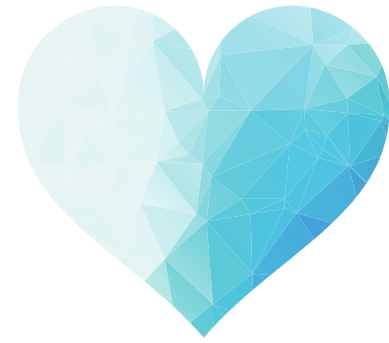


Keep it genuine

Consider your capacity



Parting Thoughts



Keep it genuine

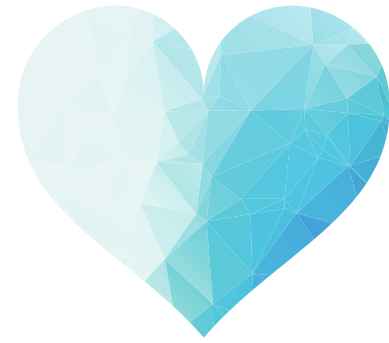
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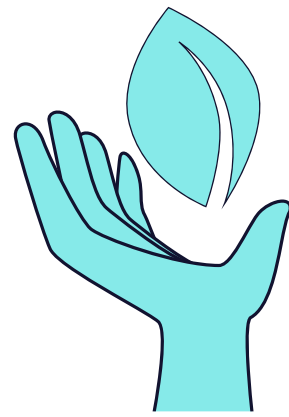
Put providing value before profit



Parting Thoughts



Keep it genuine

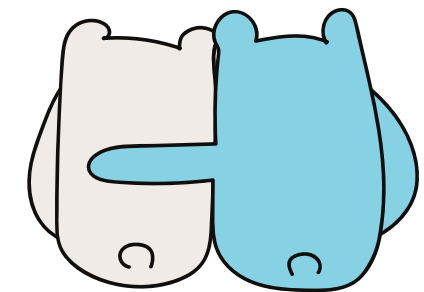


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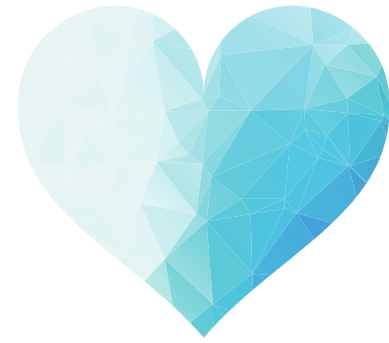


Put providing value before profit

Look for opportunity to share what you are doing



Parting Thoughts



Keep it genuine

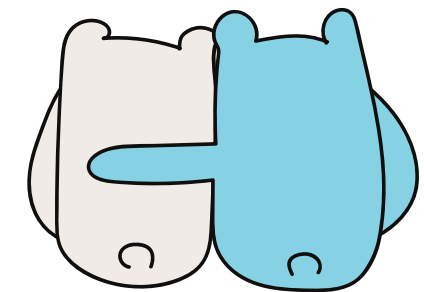


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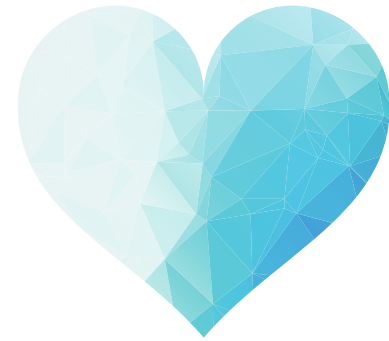
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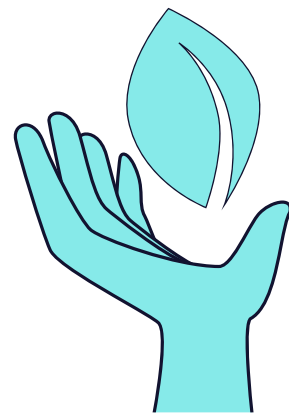


Best help your customers by looking to help them help their customers

Parting Thoughts



Keep it genuine

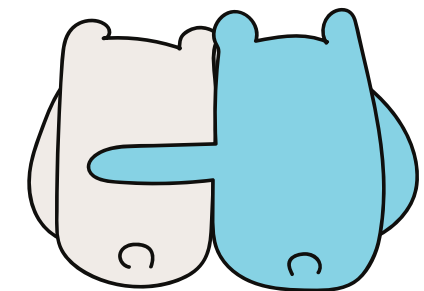


Consider your capacity



Put providing value before profit

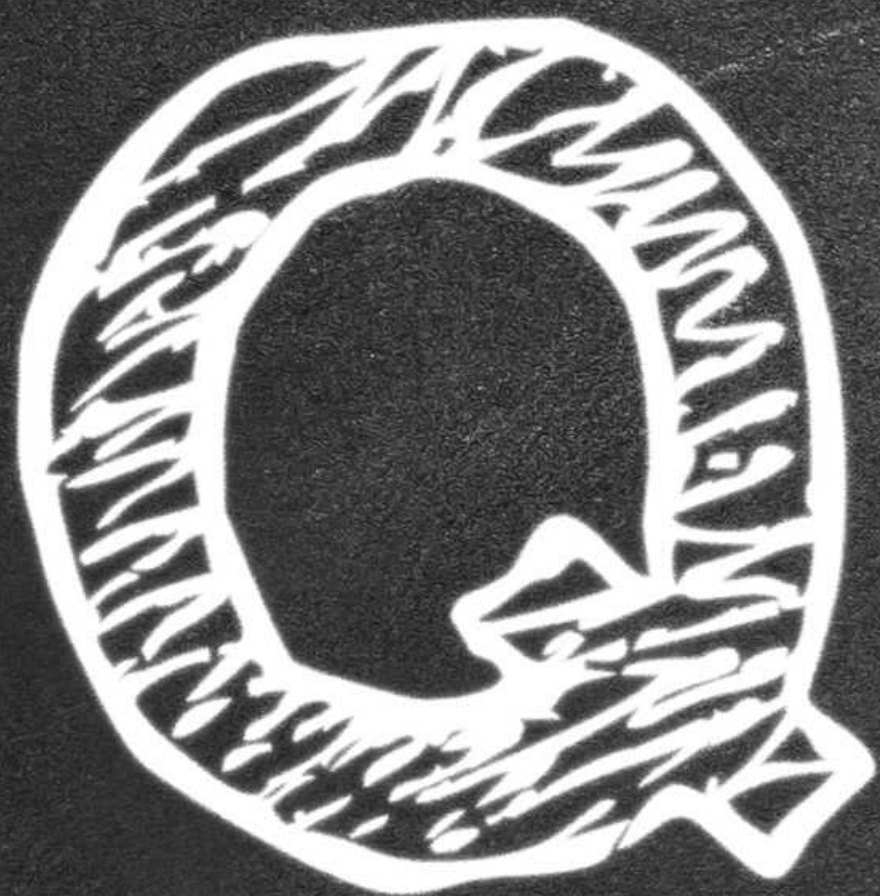
Look for opportunity to share what you are doing



Best help your customers by looking to help them help their customers

As you return to work, consider the scenarios and be **proactive**







THE ROLE MODEL WAY

GET IN TOUCH



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