



HR Strategy Series: Getting Back to Business!

Headline:

We've experienced the "Storm" and now we're feeling the "Aftershock". It's time to focus on "Recovery" and GETTING BACK to BUSINESS!

The Storm:

- Covid-19 forced business owners to make some BIG & DIFFICULT decisions in a very short window of time (with information that seemed to change daily).
- While "storms" can expose weaknesses and produce "damage" they can also build strength and resiliency.
- "Necessity is the mother of invention"

The Aftershock:

- Impact to Employee Relations
 - Families First Coronavirus Relief Act (FFCRA) – Extended Family & Medical Leave and Paid Sick Leave
 - Competing with State Unemployment
 - Issues with employees returning to work
- Impact to Customer Relations
 - New cultural/social norms

The Recovery:

Connect

- Employee Relations
- Customer Relations
- New rules of contact

Lead

- Lead the narrative on PPP
- Value your employees
- Empathy is key!

Focus

- Time for innovative disruption!
- Do what you do best!
- Prepare for your Grand Re-Opening!

"You've Weathered the Storm; Prepare for the Aftershock" – Webinar replay – hosted by The Tucson Metropolitan Chamber of Commerce:

<https://www.focushr.net/aftershock/>

For further questions or assistance, please contact Clint Parry at Focus HR – (520) 301-4327 or clint@focushr.net.