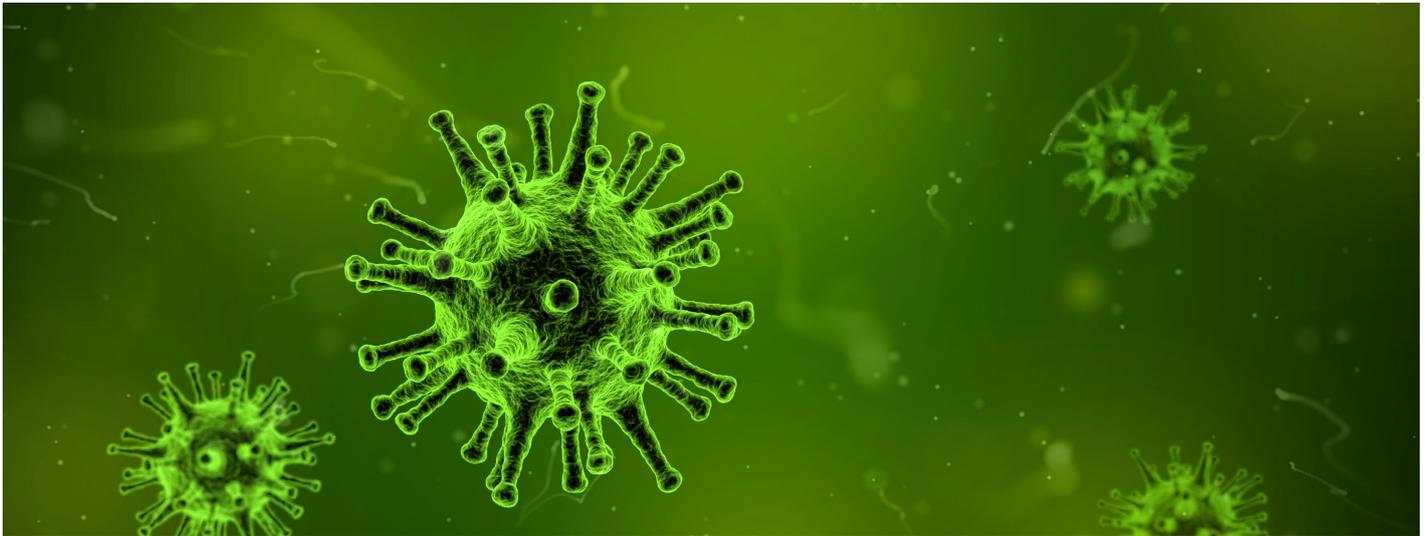




NAVIGATING CHANGE

The latest news and updates on COVID-19
from *DRA Consulting & CuSPTT*

www.draconsultingtt.com



WEEKLY UPDATE

IN THIS ISSUE

**YOUR
FAMILY**

**YOUR
EMPLOYEES**

**YOUR
CUSTOMERS**

**YOUR
COMPANY**

OUR COMMITMENT

DRA Consulting expresses its support for you, your staff and your respective families. We are concerned as well about this pandemic that has erupted and disrupted our lives indefinitely.

We hope that you and yours are well and continue to be well.

During this time of uncertainty, we are committed to helping you through this crisis by providing frequent tips on caring for your own family while managing: (1) your company; (2) your employees; and (3) your customers/clients.

OUR COMMITMENT TO YOU :

Weekly bulletin focussing on topics which will include :

- Leading Your Business Through The Coronavirus Crisis
- Maintaining Good Health and Wellbeing During This Period
- Coronavirus and Customer Service
- Managing A Remote Workforce
- Keeping Your Team's Spirit Intact

We will also share case studies of companies which have successfully navigated crises in the past and companies that are rising to the current challenge.

We encourage you to share with us and our readers, ways in which you are coping both professionally and personally on our LinkedIn profile. You can find us by searching for "DRA Consulting Ltd". The task ahead is phenomenal but not insurmountable and we at DRA Consulting stand prepared to support our clients and loyalists in the best possible way until the end of this pandemic and beyond.

YOUR FAMILY:

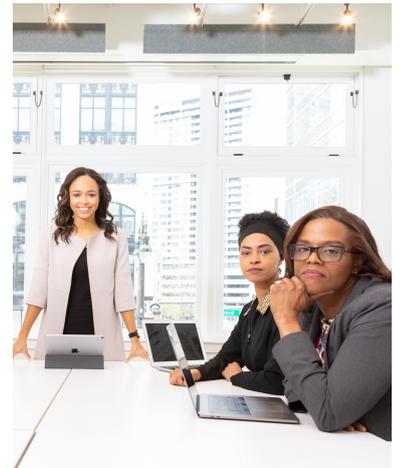


- Stay home when you are sick
- Call your health care provider's office in advance of a visit
- Limit movement in the community
- Limit visitors
- Traveled overseas? Self-quarantine for 14 days.
- Keep emergency numbers in easy and full view areas e.g. on the door of the refrigerator

YOUR BUSINESS :

For Your Employees:

- Actively encourage sick employees to stay home. Separate employees who are sick and who may turn up to work. Send them home as soon as possible, if clinically stable.
- Clean down high-touch surfaces regularly, with bleach if possible.
- Have flexible telecommuting policies and provide the tools to facilitate same.
- Implore employees to employ proper respiratory etiquette.
- Equip the washrooms with essentials to facilitate proper washing of hands. Where possible, make hand sanitizer available to staff. The Prime Minister of the UK advises "wash your hands for the length of time it takes you to sing Happy Birthday twice."



For Your Customers:

- Communicate Proactively About Coronavirus Efforts.
- Step up customer service staff; Make use of artificial intelligence and virtual agents; Redesign the way your Human Resources interact with customers.
- Be flexible and generous with cancellations and refunds etc, even if not legally required.
- Do not go overboard with promotional marketing.
- Empower customers; minimize the need for customers to contact Customer Support.

For Your Company :

- Update intelligence daily – events are unfolding at an astounding speed, the picture changes daily or even more frequently. Move to a daily cycle of updating your data and reframing your perspective.
- Beware of hype cycles – as you absorb the latest news, think critically about the source of the information.
- Create a living digital document for your company as it deals with this virus.
- Assemble a small trusted team and give them enough leeway to make rapid tactical decisions. Avoid bureaucracy with your internal communications and decision-making process.
- Provide proactive communication to all stakeholders.
- Prepare for a changed world. Covid-19 will change our businesses and society in important ways.