

# The 6 Phases of COVID-19 Planning and Response



The COVID-19 crisis has forced businesses to have to adjust quickly to a very different climate. We believe it is important to provide some context to help successfully navigate these uncharted waters. This guide outlines the different phases of needs and planning efforts during the COVID-19 crisis. Identifying which phase your business is currently in will hopefully help you develop guidelines and ongoing response efforts for your team and your customers.



■ **SMB (Small to Medium Sized Business)**

■ **SMB Customers**

## Phase 1: The Crisis Emerges

**SMB:** Make staff safety your priority. Provide clear direction. Reduce panic. Communicate policies and plan for work from home (WFH). Establish a single source of truth and centralised information hub.

**SMB Customers:** Reduce panic, and ensure confidence in your support and service. Determine your customers' WFH needs, and challenges, and inform them how you can help. Shift to virtual events/meetings.

## Phase 2: Employee Safety When Working from Home

**SMB:** Be transparent with your team. Over communicate if necessary. Provide support with manager trainings. Develop resources on WFH security recommendations, productivity, ergonomics, and economic impacts on business.

**SMB Customers:** Demonstrate visible leadership. Offer updated intelligence with tangible online resources and 1:1 consultations. Assist customers, and be a calming and guiding voice during this shift. Remind customers that this is temporary.

### Phase 3: Work From Home - Steady State

**SMB:** Take care of your team, and be empathetic to what they may be experiencing. Address human needs by providing mental health resources, grief counseling, and bereavement leave policies.

**SMB Customers:** Assess customers' financial impact. Do they need financial relief? Have they themselves experienced layoffs, furloughs, or reduced hours? Check in continuously and provide information on financial relief options such as government funding programmes, bank loans, and more.

### Phase 4: Clarity on Returning to Work

**SMB:** Prioritise employee safety. Determine if you will need to extend WFH beyond the government guidelines. Prepare to secure multiple working environments and create new office policies on WFH, spending, etc. Set expectations now.

**SMB Customers:** Be a leader for your customers with guidelines and resources for getting back to work. Learn about potential restrictions they may be experiencing and utilise this to formulate a long term plan to serve their needs.

### Phase 5: Return to Work

**SMB:** Be optimistic. State clearly all new policies on office safety, WFH, childcare, travel, and spending upon return. Be ready to pivot quickly to create new policies.

**SMB Customers:** Reassess product and service offerings added or removed during the WFH period. Evaluate existing purchase history and contracts to make sure they align with revised plans. Ensure you have ongoing open communication to address any questions and concerns as your customers transition back to work in the office.

### Phase 6: Recovery/A New Normal

**SMB:** Assess what worked and what didn't. Think about accelerated performance in the new norm, and focus on setting new goals. Re-evaluate the state of the business and begin to focus on 2021 planning. Are there ways to further diversify your business should a similar crisis arise in the future?

**SMB Customers:** Create "lessons learned" materials should another crisis emerge in the future. Evaluate which product and services were deemed essential during the WFH period and what you could have done differently to better support your customers.

#### For more information, please contact:

Austin Awadzi

Commercial Director

**Phone:** 02037446689

**Email:** aawadzi@techsolve.eu

**Web:** <http://www.techsolve.eu>

