

Fit for the new dawn – business support webinars

Summary note – Sustaining business performance during COVID-19 supporting new ways of working, good physical and mental wellbeing

Speakers:

Paul Jacobs and Howard Greenwood from *LoveWorkLife*
Dave Pye and Bradley Placks from *ToAugment*
Adrian Trise from *Beyond Encryption*

Quotes

"You have the opportunity to truly change every aspect of your employee's life's, as well as your own by putting their personal wellbeing at the heart of your business" - **Howard**

"Try to get a routine, give yourself credit for the small wins and allow yourself to step away, regroup and refocus rather than just sit there being frustrated. This helps avoid burnout" - **Bradley**

"There is an innate reaction to pull back, but great leaders are pushing forward. Be open to discovery. Look for virtual 'water cooler' moments. Remember the 3 Cs: be Calm, Clear and Confident. You will build leaders that last during this time of disruption" - **Dave**

"We are living through extraordinary times which call for extraordinary management and leadership skills; demonstrate strength, resilience and good humour as people are looking up to you" - **Paul**

Protecting your business from cyber crimes

Our business partner and secure messaging provider Beyond Encryption also shared some best practice guidance on protecting the business from cybercrimes:

- Organised crime is spreading rapidly during COVID-19 to gather sensitive information from your business, predominantly around financial details and identity theft.
- We are placing enormous trust in our systems and people, so it is vital for businesses to ensure that their processes are secure, and individuals are educated to be able to recognise potential threats.
- Protect your business by having secure passwords – it's important that staff are not reusing passwords or using common and easy to guess passwords (e.g., "password").
- Check before you click or open emails – using encryption alone is not enough – ensure it is received from a trustworthy source; we all can be targeted by phishing and whaling scams.

What leaders should do

With teams working remotely, mental health, wellbeing and cybersecurity are major concerns for recruitment business leaders right now.

- The virus doesn't come with a script. Great leaders are the ones pushing forward, connecting within the organisation and within the industry.
- Show resilience and be empathetic with your staff especially those struggling in this stressful situation.
- Trust your senior staff and use this time to get to know them better and understand how they're managing their teams.

- Remind people, including furloughed staff, of the long-term mission and purpose of the business.
- Capitalise on the strengths of your management team.
- Delegate and don't micro-manage; mentor and monitor your staff.
- Praise and applaud your staff loudly and consistently, avoid criticism.
- Demonstrate optimism and have the courage to innovate as we come out of this crisis
- Reach out to other leaders for support.

"We hit the pause button and now is the time to re-evaluate what we've been doing, to look after one another, and to be kind and understanding."

What practical adjustments should we be making

- Ensure heightened level of communication with teams, all staff and clients – 'social distancing is not social isolation'.
- Set short, sharp daily objectives but don't complicate tasks.
- Re-align your targets and re-define your success.
- Keep yourself and staff occupied – have a list of things to achieve is good for mental health.
- Have a set structure in place – daily targets lead to a sense of achievement.
- Avoid burning out by giving yourself positive distraction and the freedom to control your time, and keeping your mind active through learning.
- Create new routines to maintain mental and physical fitness – you want your team fit and healthy for when the market recovers.

Managing and supporting remote working

- This is the time for great leaders to emerge and push the business forward – use this time to put the competition aside and connect with peers, learn and share experience, help others to adapt and navigate through change.
- You set up your business with a purpose – use it to help you survive and thrive.
- As a leader, you must be resilient, calm, empathetic and optimistic; use humour and inject it in your regular interactions, as it will help you connect with others – people are looking up to you.
- Trust your senior staff and use this time to get to know them better and understand how they're managing their teams – create space for people to connect.
- Delegate to others to foster a sense of purpose, mentor and monitor your leaders, take advice from the team and others and train your staff and management to help you thrive.
- Have courage to innovate, focus on skills and tool sets, refine your ideas and incorporate new ways in the upturn which will drive your business forward in a positive way.
- People get anxious if kept in the dark, so be open and communicate regularly.
- Evaluate performance, but try not to criticise and give people freedom to do their jobs.
- Define success – set realistic and achievable daily and weekly targets (keep it simple!).
- Celebrate small wins and remind people of their value.

Mental and physical wellbeing

- Employers have a duty to care for their staff so make sure that you have a health and safety policy in place; where needed create guidance to support remote working.



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- Keep in touch with your furloughed staff by giving them a call during the week or create a buddy system; they can also choose to join regular company update meetings to keep informed.
- Look after yourself too, as you cannot help others if you neglect your own wellbeing.
- Recognise when you need help and reach out setting your ego aside – **do not struggle in silence.**
- Create a routine and set goals to give yourself a sense of achievement.
- Avoid burning out by taking regular breaks and giving yourself positive distractions – keep your mind active through learning.
- Take advantage and follow through your exercise commitments.

Tips to look after yourself:

- Create a routine – wake up early, get dressed, exercise, “go to work”, have lunch and so on
- Set simple realistic goals to create a sense of achievement
- Keep your mind active through learning and other activities
- It is social distancing and not a social isolation so talk to your family, friends and peers
- Take this chance to give your kids, pets and others more time
- Stairs are your best friend
- Use your body weight – do sit ups, push ups and other exercise
- Try different tech – boxing VR (virtual reality), gamify your indoor training or sign on to an online gym
- Have a good diet
- Have alcohol free days
- Try to have a good night sleep

Presenters' contact details

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