

Returning to Work

Critical Event Communications Strategies

Below are five essential considerations to aid a successful transition back to work through an effective communication strategy:

1 Have an established process and secure mechanism to communicate with your stakeholders.



2 Communicate with your stakeholders through multiple channels.

Consider other channels in your strategy like SMS/text messaging, radio, cameras (IoT) and social media. These can be effective tools in your strategy.



3 Account for your stakeholders during any situation.



As we return to work, consider introducing employee surveys or health checks, or send out daily safety reminders to capture employee sentiment and get staff what they need to help with the transition or manage a critical illness outbreak.



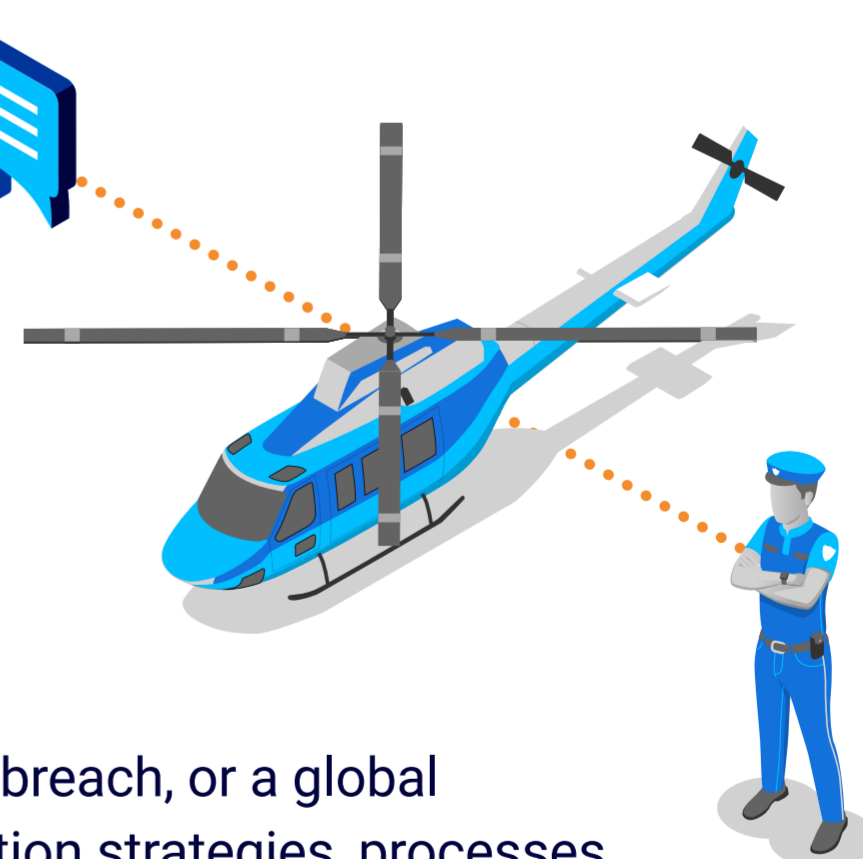
4 Collect Information from your stakeholders.



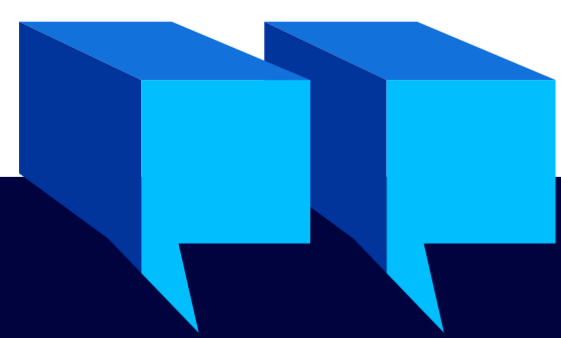
Having the ability to collaborate, answer questions and gain feedback through your communication process will be important.

5 Network with trusted community organizations.

As we navigate the different regional health guidelines and plan for back to work, establishing your network of trusted community organizations (local fire, ambulance, police and health authorities) will be strategically important to include in your communication process.



Whether it's an unexpected weather event, cyber security breach, or a global pandemic, review whether you have the right communication strategies, processes and tools that can help you scale to manage and respond quickly to evolving situations. Spend less time administrating and worrying about security, and more time gathering real-time, relevant information to coordinate an effective response when it's needed.



For more information on getting your employees back to work safely with BlackBerry AtHoc, please visit:

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