

Communication in times of crisis

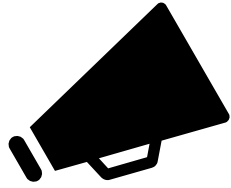


AmCham Communications & CSR Group



For today...

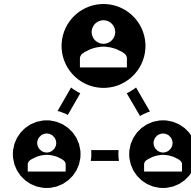
THE ROLE
OF THE
EMPLOYER



THE ROLE OF THE
COMMUNICATORS



COMMUNICATION
TO COLLEAGUES



The role of the employer

The **most credible** source of information

63%

The need for **communication frequency**

63%

My employer **better prepared** than my country

62%

The **most trusted** spokespeople – scientists and CEOs

54%

The **responsibility** of the employer

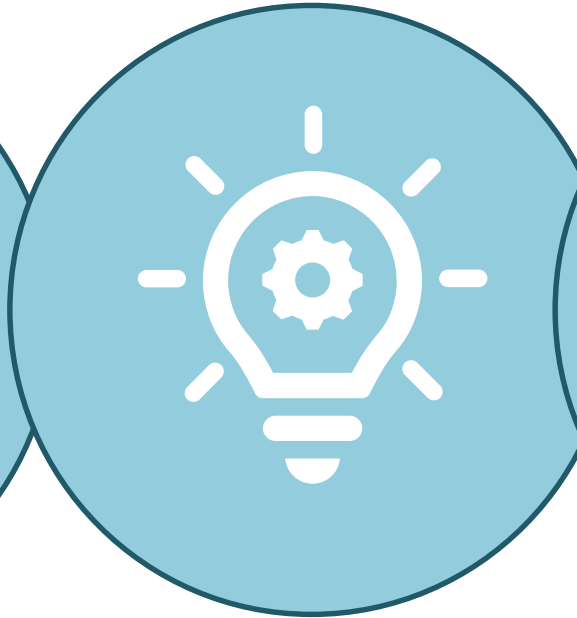
78%

The role of the employer



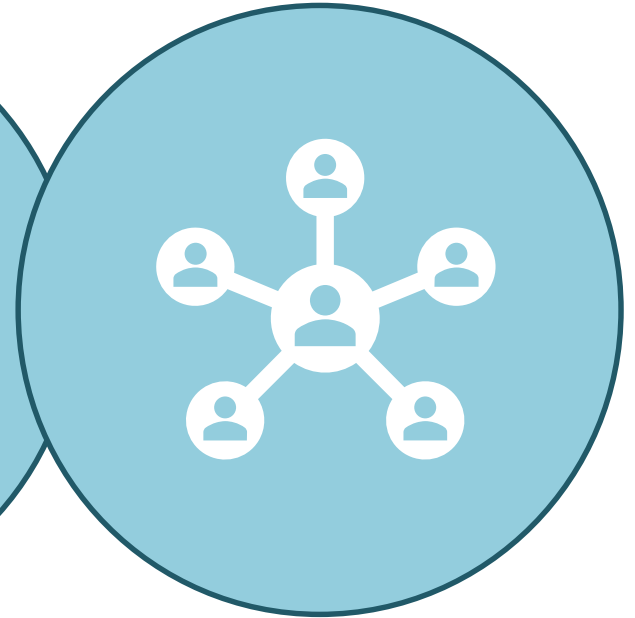
Health & Safety:

Masks &
Measures



Mental support:

Online Learning Series &
materials



Communication:

Virtual townhall &
events

The role of the communicators

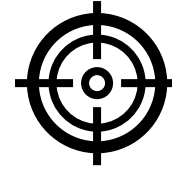
BE CALM

help
manage
feelings



BE COURAGEOUS

hold the course



BE OPTIMISTIC

communication
confidence
realism



BE EMPATHETIC

we are all in
this together



BE RESILIENT

inspire
resilience



Tips & Tricks

Tips and tricks for effective home office work

As the global spread of COVID-19 is keeping us at home, it is a challenge for those of us who are new work-from-home lifestyle and need to change some habits and routines to make working from home more effective.

We all face unique challenges, not only because we have different personalities, but also due to our lifestyles and the type of work we do. Still, many of the core issues we face as remote employees are:

Everyone who works remotely has to figure out when to work, where to work, and how to create boundaries between work and personal life. What about office equipment, career development, training opportunities, and building relationships with colleagues?

Working remotely, especially when working from home most of the time, means figuring out these things for yourself and others.

Here are some tips for leading a better and more productive remote-working life.

Create A Morning Routine

A routine can be more powerful than a clock at helping you get started your day, and better do it far from your work PC. Have some coffee, walk the dog, listen to music and exercise before you step into checking your emails.



Eat Healthy!



And take vitamins!

Schedule Breaks

Set the breaks in your calendar, so you won't forget you need to step away from work just as often as you do when in the office.

Maintain Regular Hours



Set a schedule and stick to it...most of the time. Having clear guidelines for when to work and when to call it a day helps maintain work-life balance.



Exercise Regularly!

Keep your tonus up by exercising regularly. Do a short warming up gymnastics in the morning to wake up and start the day fresh!



Fresh air!

Try to leave your workspace regularly. If you are lucky to live in a house, go to the yard, take some fresh air. We can same on the balcony - the natural light will do you good.

Set Ground Rules with the People in Your Space



Set ground rules with family who share your space when you work. If you have children, they need clear rules about what they can and cannot do during the time you work.

Socialize with Colleagues Online!

Join the virtual Happy Hours, set a "catch up" with the colleagues you normally go to lunch with and don't hesitate to reach out your manager, even if just to talk for a bit.



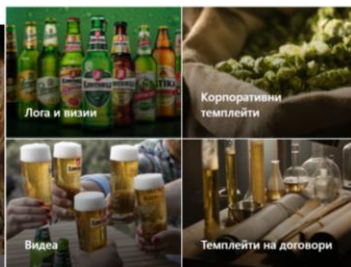
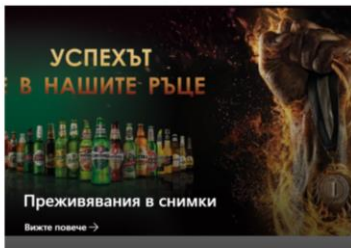
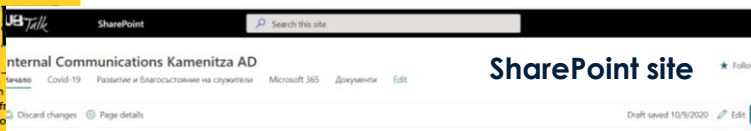
End Your Day with a Routine!

Just as you should start your day with a routine, create a habit that signals the close of the workday. Whatever you choose, do it consistently to mark the end of working hours.

Make It Personal

Above all, figure out what works best for you and what makes you feel comfortable and stay well!

Motivational videos with Leadership team



Visuals on sales tablets



Kamenitza

A MOLSON COORS BEVERAGE COMPANY

ВСИЧКО Е В НАШИТЕ РЪЦЕ!

А В ТАЗИ СИТУАЦИЯ ДОРИ И БУКВАЛНО!

БЛАГОДАРИМ ТИ, ЧЕ СЕ ГРИЖИШ ЗА ПРОДУКТИТЕ, КЛИЕНТИТЕ И КОМПАНИЯТА НИ ОТ ПЪРВА ЛИНИЯ!

ПАЗИ СЕ И БЪДИ ЗДРАВ!

Weekly newsletter



Communication to colleagues

Listen!

The questions
you ask

Trust & Honesty

Support

Give feedback
be
constructive and
specific

Avoid
preaching
patronizing
scolding
being negative

Recognize
colleagues' efforts
every day



ПРОГРАМА ЗА ПРИЗНАНИЕ НА СЛУЖИТЕЛИ

За изключителни заслуги по време на кризата с Covid-19



Recognition tools:

- ✓ Formal recognition programs
- ✓ Virtual badge in the HR system
- ✓ Digital "Thank You" card
- ✓ Recognition on LinkedIn
- ✓ Verbal recognition at teams' meetings
- ✓ Small branded gift

8 key take-aways



Stay open and
honest



Be **T**ransparent



Actively listen



Show empath**Y**



Show support



Calm and focused



Give **F**eedback



Reassur**E** about the future

THANK YOU!

Steliyana Kasabova
Corporate Affairs Manager,
Kamenitza AD

E-mail: steliyana-vladimirova.kasabova@molsoncoors.com

