

A checklist for organizations ready to elevate their business + people post COVID-19.

Keep encouraging your people to put their own oxygen masks on first.

Empowering employees to make decisions that suit them will allow them to bring their best selves to work. Be sensitive to what employees have learned during this time and consider what gives them confidence. The number of people who have shared their appreciation for being able to do family dinners again or get outside for a walk during the day is overwhelming...consider that. This breath of fresh air, the ability to re-connect and the freedom to be themselves can refresh your team and get them ready for work. What adjustments can you allow your people to make that may seem intimidating but have the potential to bring better results? How can you empower them to leverage the natural strengths they bring to the table?

Value the values.

Did you reference your organization's purpose and core values over the last few months? Did they guide you in making business decisions, writing communications or keeping you in the right mindset? Did you see values in action that are not captured in your core values today? Core values are foundational to your success in both the good and challenging times. For us, they served as the outline for every communication we wrote. Whether you need to create core values, refresh existing core values or take the next step of infusing core values throughout your organization, you'll find that having them makes a difference for your leadership, your people and your bottom line.

Build your well-being toolkit.

What resources did your people need during COVID-19? What did you provide, and what didn't you provide? Now is the time to put your employee well-being toolkit together. Here's what it needs:

- A starting point for employees – We call it the “Wellness Planner.” It's an outline of your “why,” your personal values, goals for the future and strategies to focus on in the areas of Purpose, Balance, Nutrition and Movement.
- A process for developing personal core values – These will support your organization's core values, but also help employees stay true to their own values.
- Leader role modeling – How are your organization's leaders demonstrating well-being both at work and at home? Consider those same four focus areas: Purpose, Balance, Nutrition and Movement.
- Company philosophy on well-being – Does your organization believe a 5-minute mindfulness break every day can keep employees on track, or is it a flexible work schedule that allows them to be at their best? Consider your practices and offerings with a post-COVID lens.

Embrace your inner scientist - learn from your experiments.

Your organization just underwent a months-long experiment. How did work from home go? How did new technology practices work, or how did existing technology practices improve? How often did you communicate? How often did you “gather?” What efforts did you implement to take care of your business? What efforts did you implement to take care of your people? What truly is different? Learn from what worked and continue it or build on it. Learn from what didn't work and make it better. The best way to do this? Get your people involved – Ask them. Make the learning greater than the experience and leverage it for company-wide success. Capitalize on the necessity of creating innovations to survive during this crisis and keep that experimental mentality.

Reinforce the foundation with strategic building blocks.

This is also a time to consider what else could be different. What changes weren't you forced into during COVID that you almost wish you would have been? Now is the time to begin consistent strategic planning. Stay connected, set the vision for the quarter, for the year and hold everyone accountable to their projects and goals. Establish leadership expectations. Create a line of sight for employees to see what matters most.