COMMUNICATING THROUGH UNCERTAINTY

Tips and talking points to consider when communicating during uncertain times.

ANALYTICAL

Explain how the situation impacts the bottom line and overarching goals

Provide high-level reasoning to clarify your actions and next steps

Include data from relevant, credible sources to support decisions

CONCEPTUAL

Explain connections and impact to the big picture

Share opportunities that can come from this situation

Offer ways for individuals to brainstorm or share ideas to address uncertainties

STRUCTURAL

Share as much detail as possible about the path forward as you are able to define it

Provide a comprehensive schedule and timeline of your plans

Identify a process for surfacing unforeseen challenges and problem solving

SOCIAL

Consider the needs of all stakeholders when making your plans and communications

Identify opportunities for community building to support connections

Encourage self-care or wellness breaks

EXPRESSIVENESS

1/3 Share information and provide opportunities for people to express themselves in multiple ways, such as email or company Intranet

3/3 Share information and provide opportunities for people to express themselves in multiple ways, such as video meetings or phone calls

ASSERTIVENESS

1/3 Provide timelines for changes and expected communications while considering ways to build consensus with stakeholders

3/3 Provide timelines for changes and expected communications while outlining how your organization is quickly seeking solutions and identifying areas of focus

FLEXIBILITY

1/3 Offer clarity on next steps by identifying what action items or decisions are solidified

3/3 Offer clarity on next steps by identifying what's yet to be decided and areas where you expect further change

© 2020 Emergenetics, LLC