

CIPD Coronavirus webinar series

Leading and communicating through crisis

27 April 2020

Welcome

Katie Jacobs, Senior Stakeholder Lead, CIPD

CIPD



Today's speakers

Katie Jacobs

Senior
Stakeholder
Lead, CIPD

Peter Cheese

Chief Executive,
CIPD

Dominic Walters

Leadership
Communications
Consultant &
former Chairman,
IOIC

Sue Evans

Interim Director
HR & Org
Change, West
Sussex CC

David Frost

Organisational
Development
Director, Total
Produce



Responding to the coronavirus

As measures to stem the spread of COVID-19 take on increasing priority, the CIPD will collate and publish updated resources to support your response

cipd.co.uk/coronavirus

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Context

Peter Cheese, Chief Executive, CIPD

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Practical tips & guidance

Dominic Walters, Leadership Communications Consultant & former Chairman of the Institute of Internal Communications



Crisis challenges for leaders

1. How to respond to fast-changing circumstances when their actions will have long term implications
2. How to be visible and accessible without overwhelming people
3. How to create a sense of community while enabling people to be more self-reliant
4. How to build bonds without day-to-day social interaction

Seven tips for leaders

1. Maintain a regular pulse of communication – even if there is little to say
2. Try out new channels – and be prepared to get things wrong and adapt
3. Change your behaviour – new circumstances mean new rules
4. Remember to communicate the big picture – to give progress and context
5. Conversation is key – to build connection and trust
6. Share stories – to make things human and build community
7. Make feedback a priority – what's working and how people are getting on

Impact of C19 on leadership communication

1. Less deference and hierarchy
2. Greater expectation of authenticity and informality
3. Wider use of technology
4. More value on face to face

Insight into leading HR teams

Sue Evans, Interim Director HR &
Organisational Change, West Sussex County Council

Insight into leadership communication

David Frost, Organisational Development Director,
Total Produce



Questions

Please submit your questions for:

- Peter Cheese, Chief Executive, CIPD
- Dominic Walters, Leadership Communications Consultant & former Chairman, IOIC
- Sue Evans, Interim Director HR & Organisational Change, West Sussex County Council
- David Frost, Organisational Development Director, Total Produce

Please use the Q&A function to submit your questions

Further information

[NEW well-being helpline for CIPD members](#)

cipd.co.uk/coronavirus

[CIPD COVID-19 workforce planner](#)

[CIPD community](#)

[Gov.uk/coronavirus](https://gov.uk/coronavirus)

