



# Employee Engagement Strategy

## In Times of Crisis, ‘Business As Usual’ Employee Engagement Isn’t Enough

Employees are receiving a flurry of messages from their employers. From work at home policies to sanitation protocols. From travel restriction notices to messages from leadership, there is no shortage of communication. But do you know how employees are feeling? What are their challenges, fears, and needs? Are they being supported and feeling engaged with the organization, or are they struggling during these uncertain times? **What you do now could protect you when the crisis ends.**

## How We Can Help

We get to know your current state and partner with the business and HR functions to align holistically with internal communications. Through employee insight, we tap into what’s in the hearts and minds of your employees and identify immediate opportunities to keep them energized and connected to the organization. We provide strategic insight into the current employment experience and existing employee communications in order to outline turnkey recommendations that create transparency, provide reassurance, and maintain trust with your employees.

### EMPLOYEE ENGAGEMENT STRATEGY AND RECOMMENDATIONS

*A strategic assessment of current business state, communication strategy, and employee insight with recommendations to keep employees energized and engaged.*

#### OUR APPROACH

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|----------------------------|---|
| Intake and Planning        | Debrief the current business state, key audiences and challenges, and communication strategy and plans. Includes an inventory of employee communication and engagement channels.          |
| Communications Review      | Review existing and planned communications to understand key messages, tone, and potential messaging opportunities.   |
| Employee Insight           | To identify needs and uncover sentiment and concerns of current and furloughed employees in the form of pulse surveys and/or interviews.  |
| Strategy Assessment        | Risk assessment, sentiment analysis, key insights, messaging analysis, and opportunity identification. Includes an assessment report delivered in PowerPoint/PDF and presented virtually. |
| Activation Recommendations | Customized to keep current and furloughed employees warm, energized, interested, and maintain engagement.   |
| Project Management         | Executive consulting, rapid timeline, and ongoing support.  |

## We’re your employee experience response team.

Every organization should have a true understanding of what’s in the hearts and minds of their employees and have a strategic plan to keep them engaged. We have the niche expertise and experience to help you take impactful action now. Contact our CEO, **Susan LaMotte**, via [susan@exaqueo.com](mailto:susan@exaqueo.com) or (202) 276-1086 for immediate assistance.



[Crisis Response Resources](#)



[Crisis Communications Framework](#)