

**Social**  
Integrated Agency



Supporting your team when the going gets tough

## Putting your team first

“A team is not a group of people that work together. A team is a group of people that trust each other.” Simon Sinek

When things get tough, it can be easy to feel the need to focus all efforts on your customers and key stakeholders. But, during this time, looking after your own team is more important than ever.

Your colleagues are the mouthpiece of your organisation. They are the ones on the ground each day representing the brand to your clients, customers and stakeholders.

How staff are cared for will directly impact how engaged they are and if they want to stay with the company in the longer term.

So, what can you do to make your team feel as well as they can in this situation:

## It is important for leaders to be visible

Check in with your team often and give them opportunities to provide ideas and feedback. John, our CEO, is ringing round everyone within Social each week. It helps each member of our team feel valued but also gives John valuable insight on what our clients need, the great work which is taking place and any challenges we are facing.

## Keep communicating

Your team will understand that no one knows all the answers at the moment. But they will appreciate regular, clear communications. Talk about what is happening and the impact it is having. If you can, explain your plans for the next few weeks or months. At Social, we are having daily team catch-ups to check in and chat with our colleagues to see what they have been up to and how they are feeling.

## Reassure but be honest

As we all do, the team is very likely to have concerns around their families, friends and their own health, as well as the wider impact of the crisis. It is natural for them to look to senior staff for reassurance, so provide this where you can.

## Use innovative ways to stay in touch

We have created #OneTeam postcards, as we all know how lovely it is to receive a handwritten note in the post. We are also organising team yoga sessions with a qualified yoga teacher and have a weekly (rather competitive!) quiz late on a Friday afternoon.

## Involve your team

Set clear, realistic, actionable goals – they will appreciate focus and the chance to play an important part in the coming weeks and months. We are running brainstorming sessions to ensure all of our team have a chance to contribute.

## Pay particular attention to all tiers of managers within your organisation

Line managers will be supporting their direct reports and could need senior support themselves. Check in with them regularly and ensure they have the right access to information as well as the ability and confidence to deal with the situation. Provide mentors within the organisation and look into online training, if they need extra support.



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