

# Energizing Employees

During a Pandemic



P&L/Your Retail Team

# Introduction

Most businesses are suffering financially to one extent or another during the current pandemic.

In state-after-state and country-after-country, the economy is re-opening for business.

Some areas are slower than others while some areas are faster in the return to normal although normal is certainly now a “new normal.”

# Employee Affects

Job insecurity

Health concerns

Financial worries

Face masks

Gloves

Social distancing

Friends & Family impact

# Company Impact

Employees are the vital link between a business and its customers.

Loss of customer base

Revenue falls

Profit decreases

Future uncertainty

Business closure

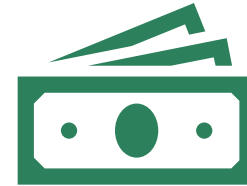
# Key Ways to Energize Your Team



Communication



Recognition



Incentives

# Communication

Communicate from the top

Employees should hear from leaders other than their direct supervisor



Keep connected by keeping informed

Don't let them worry about what "might be" happening

Let them know how their role supports business goals



Informed, engaged employees help drive a business forward

# Recognition

Even during tough times, employees need and crave recognition. Just a little something out of the ordinary to make the daily routine a bit different can have profound positive effects.

Naturally, everyone wants recognition from the boss for a job well done; however, it is especially meaningful when co-workers are aware of the recognition.

Balloons, cards, or flowers for work anniversaries, birthdays, family events, etc. also add to an employee's enjoyment and feeling of belonging.

Let them know you care about them as an individual, not just as an employee.

# Incentives: More than cash



Time off



Shift swaps



Free lunch



Gift card



Gift basket



# Worth the Effort

A study by Harvard Business Review revealed that happy and engaged sales-people increase sales by 37%.

A University of Pennsylvania study revealed that a positive environment could lead to an increase of 31% in productivity.