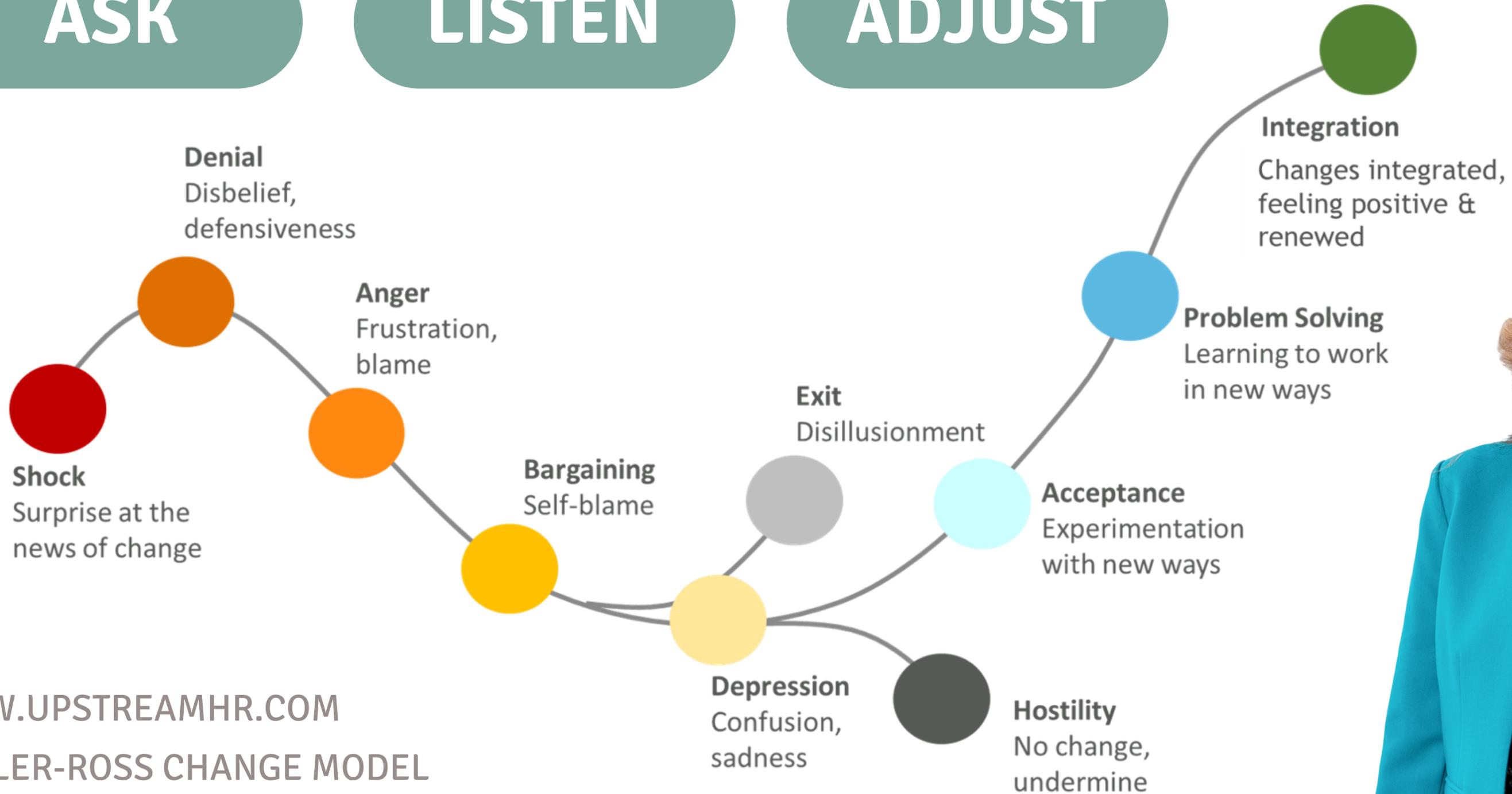


Leading Along the COVID Curve

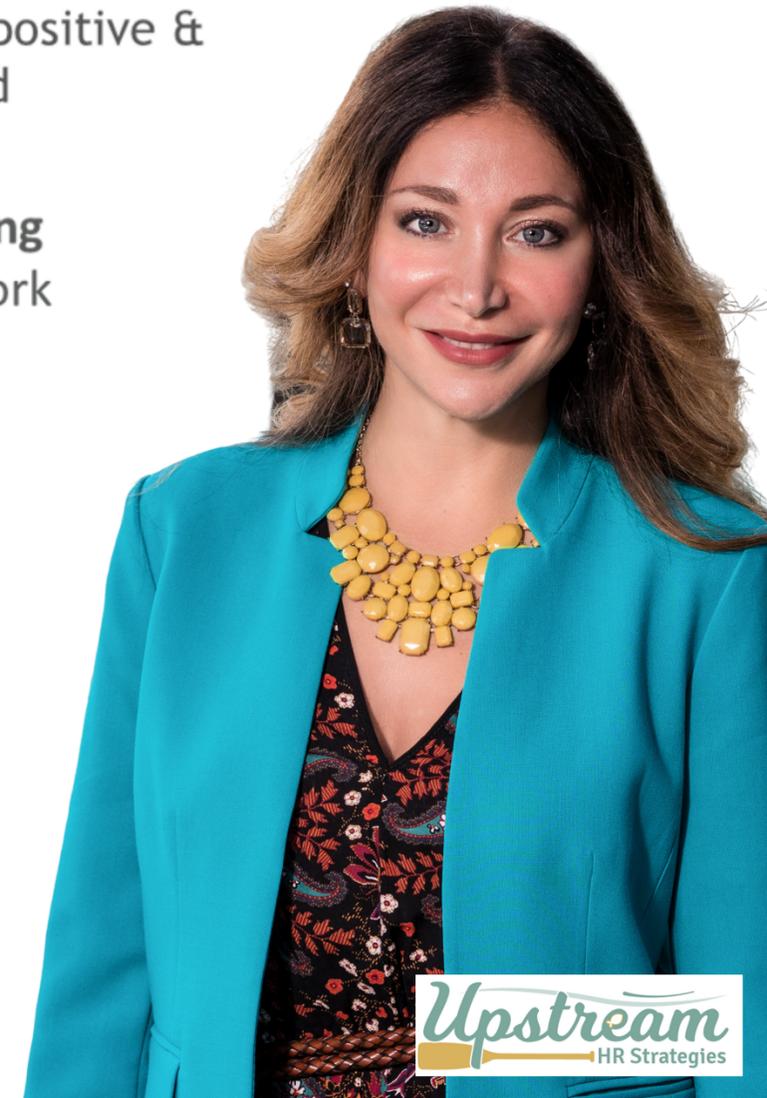
ASK

LISTEN

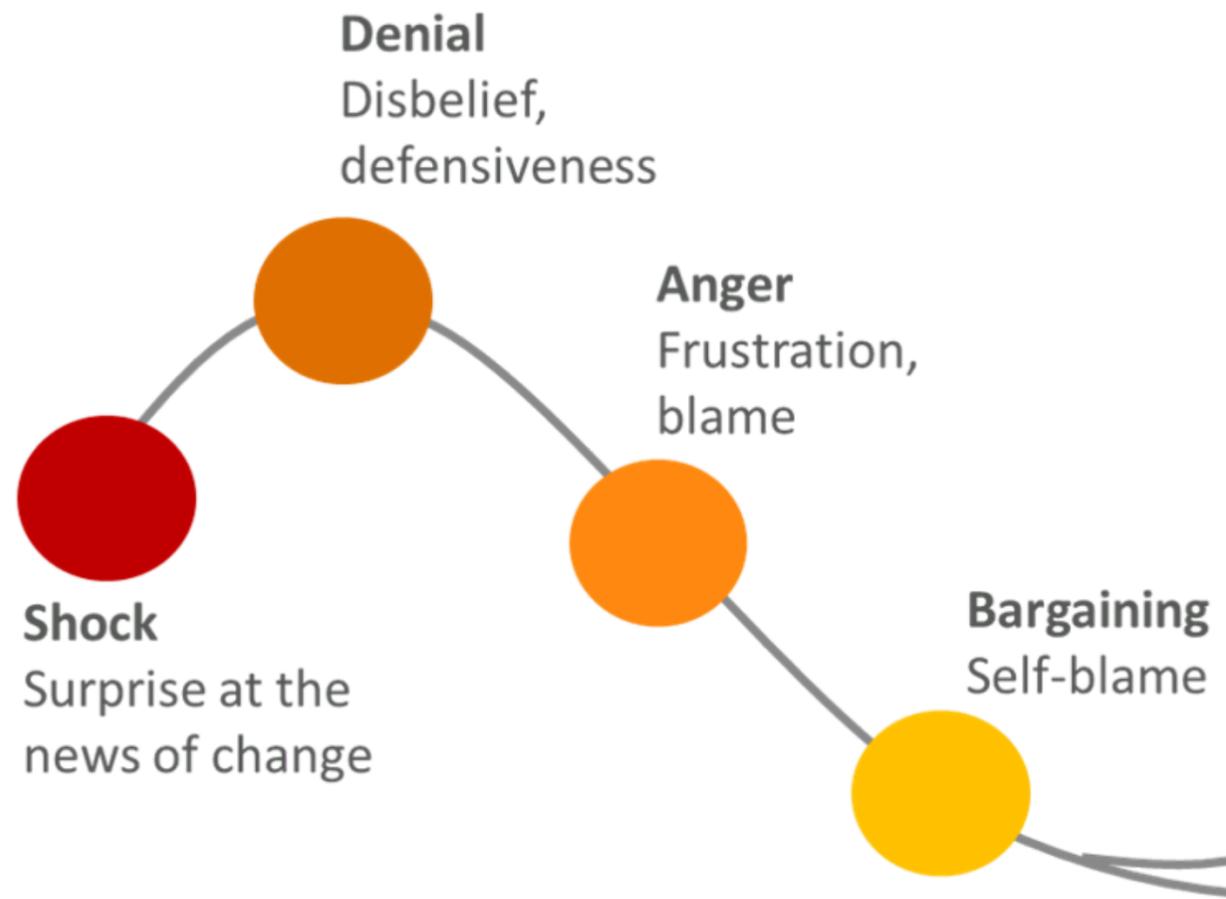
ADJUST



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Phase 1 | Shock, Denial, Anger



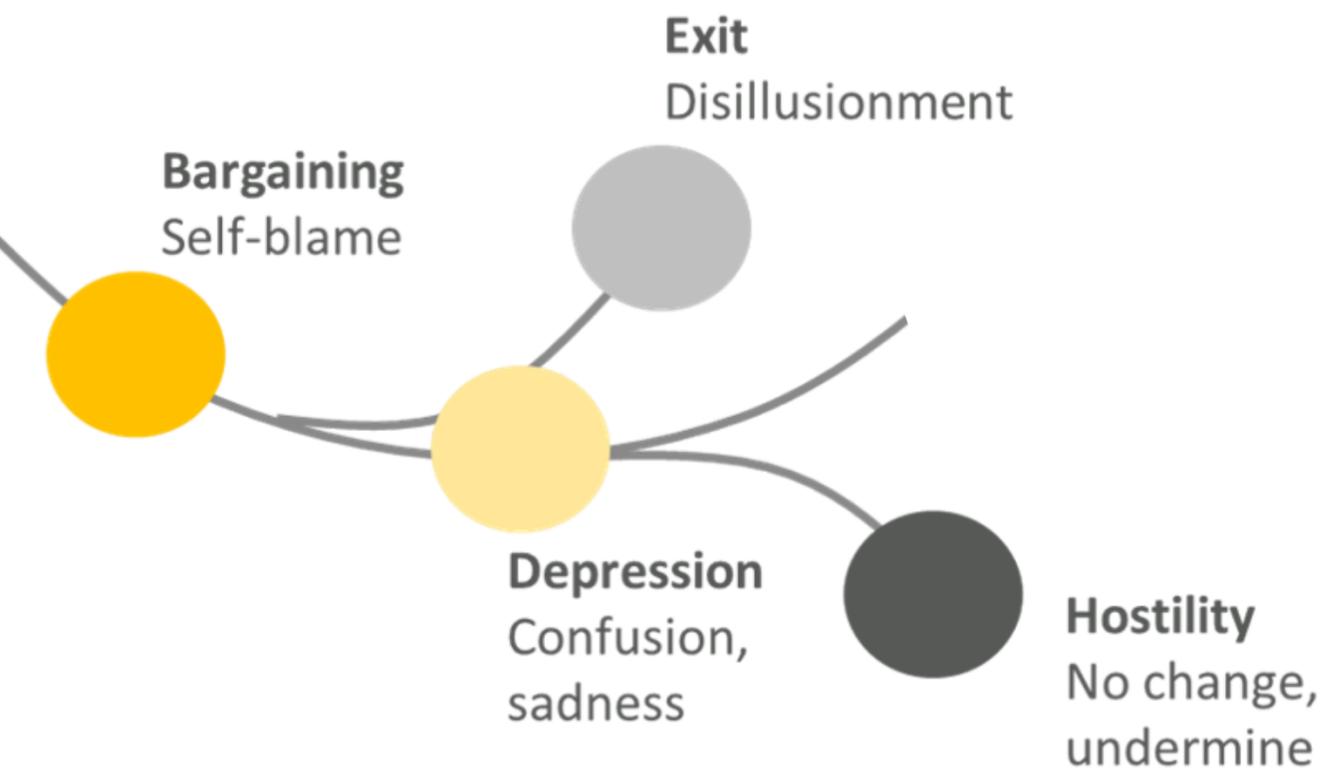
What it sounds like ...

- This is no big deal for me because I'm healthy
- It's not that bad - we're over-reacting
- More people die from car accidents
- I can't believe this is happening
- This is ridiculous - they are ruining everything

Tailor your approach

- Share data and information freely
- Ask, listen, empathize
- Allow time and space
- Don't try to "force" optimism yet

Phase 2 | Bargaining, Depression, Giving up



What it sounds like ...

- If I stay home for two weeks, it will get better
- I don't think this will ever end
- My business is going to fail
- I can't do this anymore

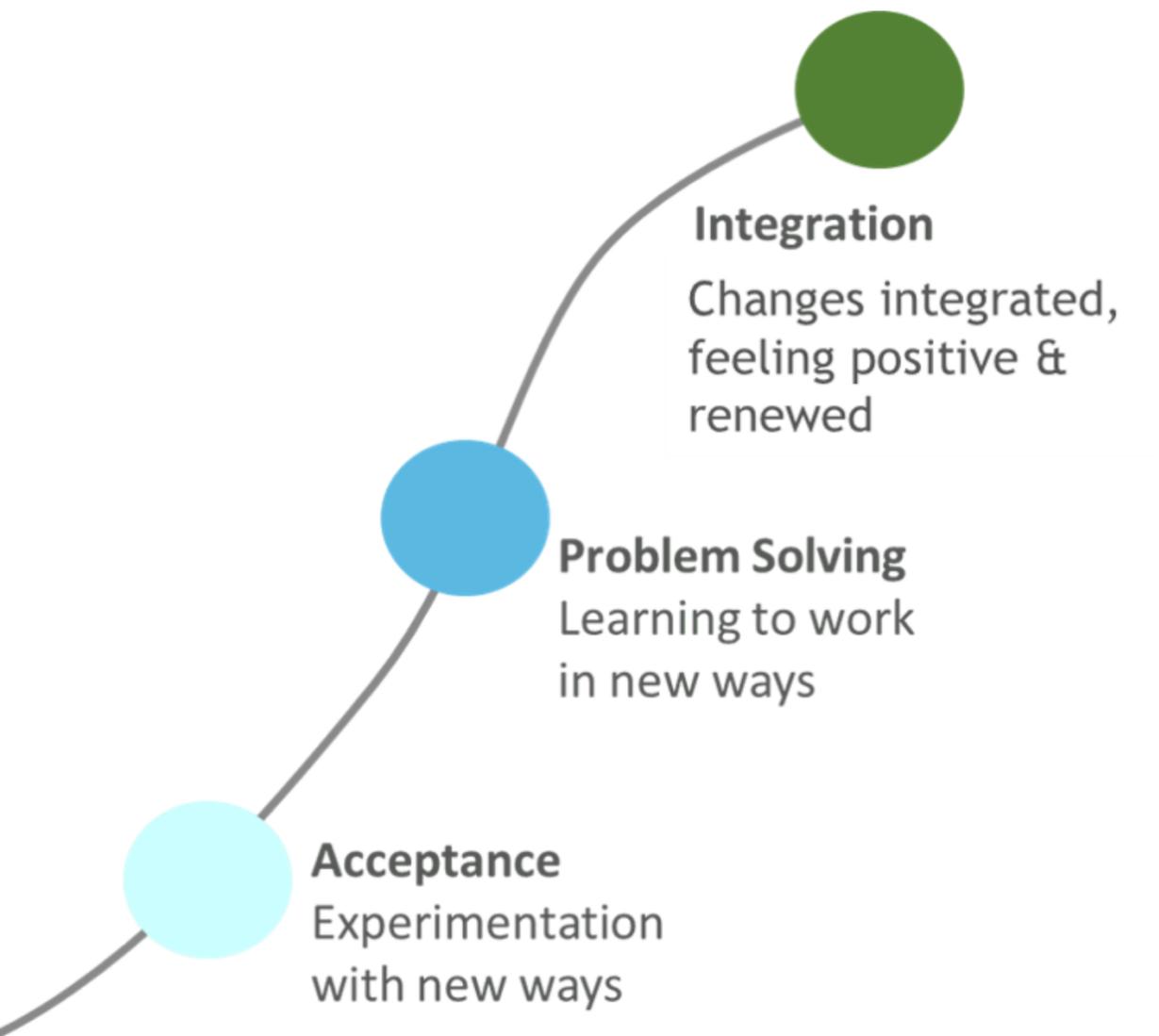
Tailor your approach

- Share realistic optimism
- Encourage and support
- Focus on what we can do
- Assign small tasks to create purpose

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Phase 3 | Acceptance, Solutions & Integration



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What it sounds like ...

- I need to figure out how to move forward
- Maybe we can try ...
- I can adjust my business model by ...
- I learned so much during the crisis

Tailor your approach

- Motivate and inspire
- Brainstorm about the future
- Brainstorm to find the silver lining
- Engage in problem-solving & new solutions
- Re-think the business model



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