

# What front-line employees need right now

Social distancing is about physical distancing, not limiting social interactions and this is one of the biggest challenges faced by organisations with front-line employees right now. Here are four key areas of focus right now, each with simple, practical solutions for helping people to feel connected to what matters at work, without taking them away from the jobs that need doing.

	WHAT'S THE CHALLENGE?	WHAT'S IMPORTANT TO FOCUS ON	WHAT TO DO ABOUT IT
<b>Reaching your people</b>	Retail colleagues are the toughest to reach at the best of times. They're on the move and incredibly busy, have many priorities, and may not be digitally connected.	Clarity on which channels serve which purpose is essential to keep communications efficient while the opportunity to opt into something more novel is also essential when times are challenging.	<b>Optimise channels and content</b> This is the time to strategically assess your channel landscape aligned to your audience. Then, it's about optimising those channels to deliver content that resonates.
<b>Recognition</b>	Your people are working around the clock. They're shattered. Customers may not be the easiest to deal with right now, and there are health concerns to boot.  But can colleagues hear this through the operational messages?	Listening to the bright spots and shining a light on them will help people adjust to change. Our need to reciprocate what's been given to us — in this case, praise — means gratitude will quickly spread throughout your colleagues.	<b>Strategic community management</b> Now is a more important time than ever to listen to your people and surface the brilliant stories. Strategic community management enables you to mine the right channels to listen, surface the pride, be supportive and make sure the right posts land.
<b>Keeping up physical and mental wellbeing</b>	Remote working while physically distancing is tough on the mind as well as the body. These are uncertain times. For some, work has dried up, for others, work is twice as busy.	Now we're getting past the point of basics like how to wash your hands properly, it's time to focus on the emotional and mental wellbeing needs of your people	<b>Tailor messages to how people are feeling.</b> Coronavirus has impacted different groups of employees in different ways. Those on furlough need entirely different content to those still working, and they need it in a different tone of voice.
<b>New starters</b>	Normally, when new colleagues join, they get their first impressions of your company at induction. But right now, you have to train a huge influx of people, fast.	Re-training in critical roles where others have gone off sick and military levels of precision planning.	<b>Onboarding – at speed</b> The immediate need is to coordinate with HR and relevant stakeholders to develop short-term induction plans and tools to get people up to speed, fast.