

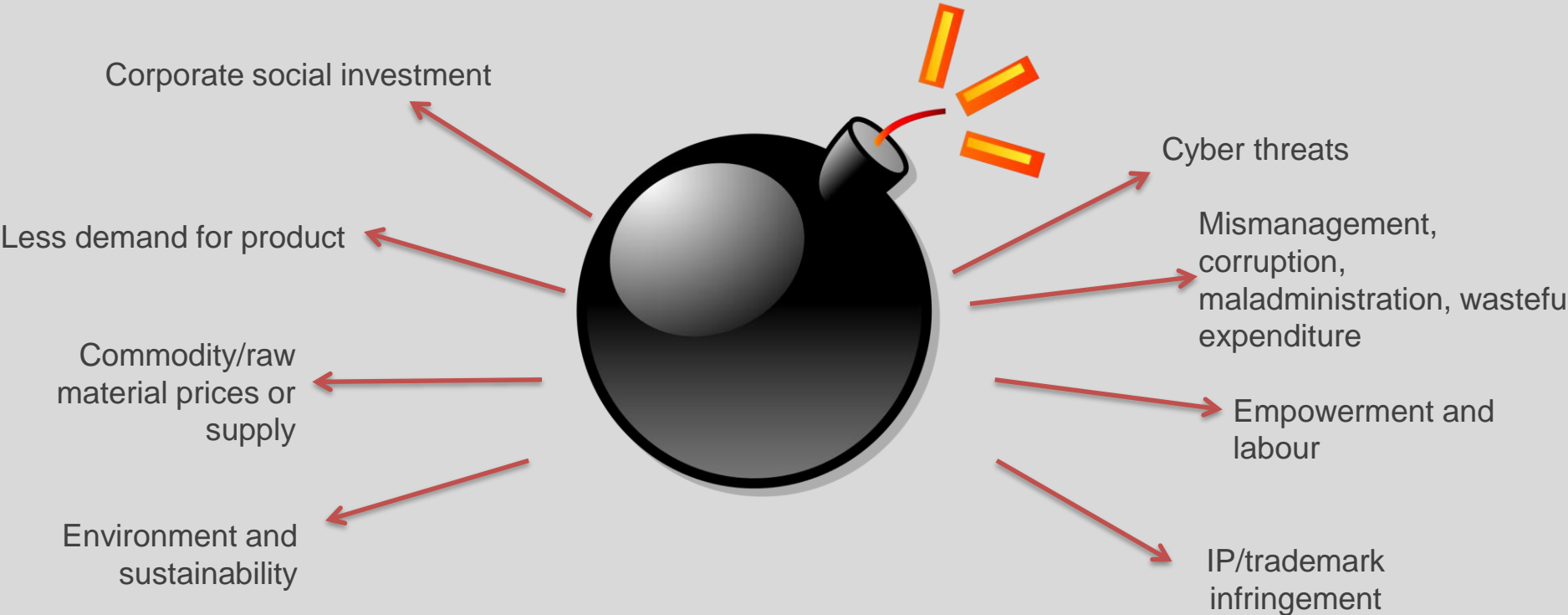


CORONAVIRUS - COMMUNICATING EFFECTIVELY IN UNCHARTERED WATERS

24 March 2020



KEY ISSUES



external



Terrorist/criminal
threat/incident



Activist
protest/issue



Structure/ownership
(eg hostile takeover)



Consumer
complaint/issue



Natural
disaster



Competitor threat

Category/industry
issue



Environmental
issue/accident



Poor financial
performance



Structure/
ownership
(eg merger)



Product recall/
contamination



Labour dispute



Investigation/lawsuit/fine



Management
change/dismissal



Incident/allegation
of mismanagement



Employee
complaint/issue

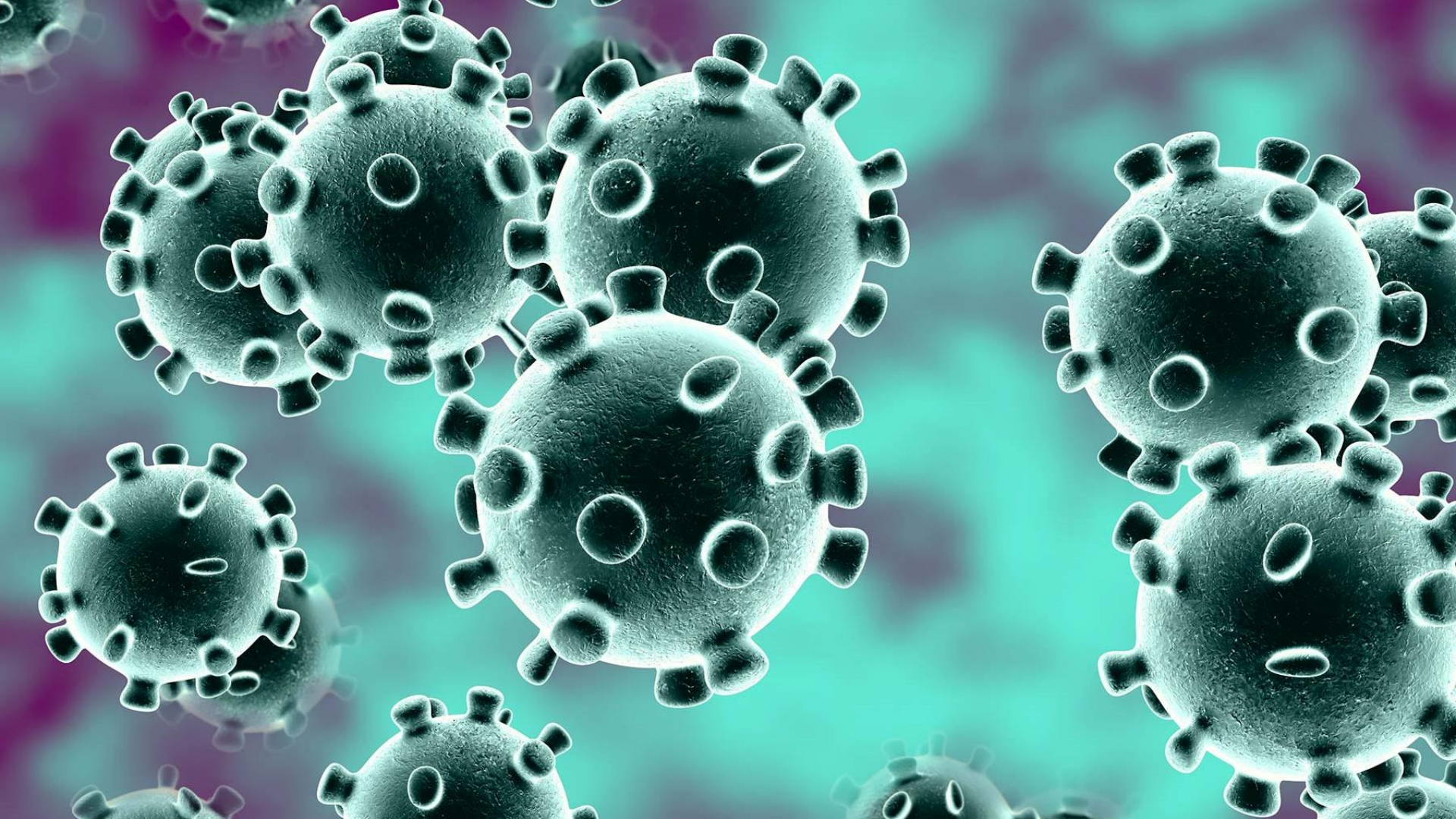


Incident/allegation
of wrongdoing



Workplace
injury/fatality

internal



**The only thing that
can be expected is
the unexpected**



**You cannot control
what happens to you,
but you can control
what you do about it**



- Never speculate or use unverified claims or info
- Not the time to try to market or sell



- Deal in facts, not fiction
- Broad base of verified knowledge
- Reinforce the values that define leading organisations



Andrew 🏆🏆🏆
@humps70



Replying to @60Mins

Won't be shopping at your store. Arrogant, delusional and profiteering from a worldwide crisis.

♡ 2 12:50 PM - Mar 22, 2020



💧🔥🐼🤔💛 **Bethany Williams**
@BethanyinCBR



It must be so lovely to have so much money that COVID-19 just doesn't affect you. Look at this revolting man - he has made his fortune from Aussies buying his stuff, and is now positively GLOATING over how well his business is going.

amp.news.com.au/finance/busine...



Eileen@crazycatlady 🐱🐾
@Culldogfarms



Replying to @tyrelle123 @mjrowland68

Harvey is notorious for being judgemental & cruel towards the poor. He has no social conscience. So logically he's despised by a lot of people [#boycottharveynorman](#)

♡ 1 1:58 AM - Mar 24, 2020 · Melbourne, Victoria



Step 1:

determine who needs to know what



Employees



Customers



Government

Step 2:

refine your messaging

EPIC values

- ✓ Empathy
- ✓ Patience
- ✓ Integrity
- ✓ Courage

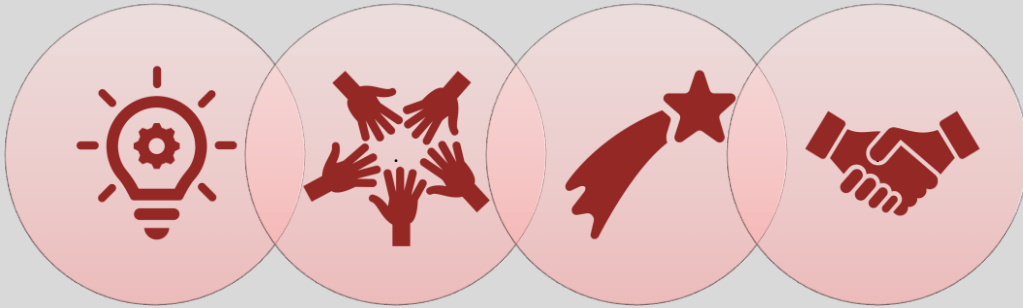
Step 3:

advise your stakeholders



Step 4:

live your values



Using your expertise or brand capital to help during a crisis is not about generating great publicity or gaining commercial advantage or profit. It is about doing the right thing for society and showing a company's true values and citizenship



“It is a learning experience for everybody. We are in something that societies don’t prepare for. This is not even a once a generation type of event. This is an event that is unprecedented. Therefore... particularly the speed at which we need to move is unusual. We appeal right across our society for tolerance in working together. We are going to have to care for each other during this period and a critical part of this is just tolerance. Our job is now, all of us, to ensure the generosity of spirit is there to get us through this period.”

- Minister of Trade and Industry, Ebrahim Patel, 24 March 2020

STAY HEALTHY!

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