

Community Bankers of Washington:
COVID19 Aftershocks
CBW's Incident Response Team

Today's Flight Plan

Introductions.

Best practices for:

- Insurance: How to change the risk profile – using insurance to transfer risk
- Cyber Threats: The latest COVID 19 related cyber threats to banks
- Crisis Response: Communicating to staff, customers and community
- Q&A





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Incident Response Team



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Learn From Each Crisis





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Crisis Communication AUDIENCES: Internal (Staff) & External (Customers)







Two Crisis Communication Teams 1) Crisis Now

2) Future "Aftershock" Crisis

CRISIS NOW TEAM

- Urgent Communications
- Scheduled Communications

FUTURE "Aftershock" TEAM



Two Collaborative Team Efforts 1) Identify/Solve Problems & 2) Communicate





COVID-19: Communication DOs & Don'ts **NOW**

Communication DOs

- Communicate Regularly
 - Set a Schedule
 - Find Your Tempo
- Be Clear, Concise, Consistent
 - Fully Transparent
 - Offer Empathy
 - Guide

Communication DON'Ts

Don't Tell...SHOW

Avoid such language as:

- ✓ "We're In This Together"
 - ✓ "Extraordinary Times"
 - ✓ "We're Here To Help"



Guidance



Guidance

- Be The Guide
- Reassurance
- What Can They Expect Next (Each Audience)?
- What Should They Do Now?

TIP. Offer Weekly Guidance to 1) Staff and 2) Customers



Reopening Checklist - CDC





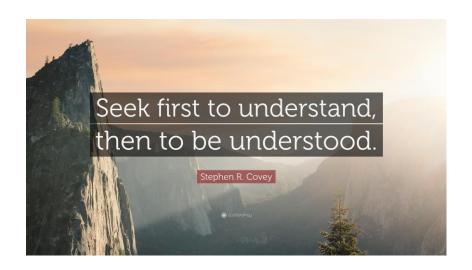
Staff Communication Tips

Tips to Improve Your Communication Skills



- **1.** Safety First. Make sure employees are aware and comfortable about safety measures.
- 2. Reopening Will Evolve. Tell staff and customers that reopening will evolve—based on data and public health officials.
- **3.** Signs. Signs. Provide clear direction and signs on appropriate behavior (e.g., distancing, face mask, directions).

Listen Campaign



Listen First

- Leadership Team
 - Managers
 - Staff
 - Customers
 - Vendors
 - Bank Industry
 - Social

TIP. Listening Campaign *During* and *After* Crisis.

Contact and Listen to 1 Employee and 1 Customer Per Day



Best Channels. Ongoing Q&A. Video. Town Hall.

Ongoing Q&A

- Develop & Revise Ongoing Q&A
- Staff and Customers
- Anticipate Questions

Video

- Timely Messages
- Ongoing Q&A :90 Seconds-Two Minutes
 - Be Real!

Town Hall

- Schedule Town Hall Meetings
- Offer Various Voices
- Showcase Goodwill

TIP. Establish Direct Channels of Communication w/ Executive(s) During Crisis. E.g. Slack Q&A



Task Force Future



Future "Aftershock" Team

FUTURE "Aftershock" TEAM

- Document issues and vulnerabilities identified DURING COVID-19
- Anticipate the Next Round of Crises
- Department-By-Department Post-COVID19 issues
- Prepare Accordingly



Issues/Vulnerabilities.



Document & Address

- What went right?
- What went wrong?
- Where can your bank improve?

TIP. Have each department document:

- 1) Top five things that went right during COVID-19
 - **2)** Top five areas to improve
 - Top potential "Aftershocks"



Address "Aftershocks."



Prepare For Aftershocks

- Identify and Prioritize potential aftershocks
- Prepare crisis plans and simulate how you will address if/when scenarios

TIP. Select teams to 1) solve the anticipated problems and 2)

Communicate through the problems



Keep Going!





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THANK YOU!

Q&A

COVID19 Support Contact@ReputationUs.com

