Community Bankers of Washington:
COVID19 Aftershocks

CBW’s Incident Response Team

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Today’s Flight Plan

- Introductions.
- **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
Incident Response Team

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Learn From Each Crisis

“Never let a good crisis go to waste”
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”

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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

Reopening checklist for businesses

- Protect vulnerable or ill employees
- Implement measures to reduce exposure
- Comply with local and state government workplace restrictions
- Consult industry specific guidance (e.g., health screenings)
- Monitor risk and staff absences

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. Signs.** Provide clear direction and signs on appropriate behavior (e.g., distancing, face mask, directions).

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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.*

<table>
<thead>
<tr>
<th><strong>Ongoing Q&amp;A</strong></th>
<th><strong>Video</strong></th>
<th><strong>Town Hall</strong></th>
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<tr>
<td>• Develop &amp; Revise Ongoing Q&amp;A</td>
<td>• Timely Messages</td>
<td>• Schedule Town Hall Meetings</td>
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<td>• Staff and Customers</td>
<td>• :90 Seconds-Two Minutes</td>
<td>• Offer Various Voices</td>
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<td>• Anticipate Questions</td>
<td>• Be Real!</td>
<td>• Showcase Goodwill</td>
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**TIP.** Establish Direct Channels of Communication w/ Executive(s) During Crisis. E.g. Slack Q&A

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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.

TIP. Have each department document:

1) Top five things that went right during COVID-19
2) Top five areas to improve
3) Top potential “Aftershocks”

Document & Address

- What went right?
- What went wrong?
- Where can your bank improve?
Address “Aftershocks.”

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

**Prepare For Aftershocks**

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

"If you're going through hell, keep going."
-Winston Churchill
THANK YOU!

Q & A

COVID19 Support
Contact@ReputationUs.com

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