



# 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

# Learn From Each Crisis



## *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

## Reopening checklist for businesses

Sources: CDC, 2019; OSHA, 2020; US Chamber of Commerce, 2020; The National Law Review, 2020

- 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).

# 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
- :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



### 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**
- 3) 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!



"If you're  
going through hell,  
Keep going."  
-Winston Churchill

# THANK YOU!

## Q & A

### COVID19 Support

Contact@ReputationUs.com