



Getting the **Message** **Out** Internally

A Question and Answer Session
with Kathy Carl





OnSolve's Chief of Human Resources Officer is Kathleen Carl. Kathy is responsible for increasing employee engagement, recruitment, retention and productivity while overseeing employee relations, benefits and training. Kathy has over 25 years of human resources experience with leadership positions in the pharmaceutical and utility industries. Kathy has worked for organizations of all sizes from start-up biotechnology companies to global organizations, including DuPont Merck, Wyeth and Sanofi.

We spoke to Kathy about communicating information to the OnSolve® team during COVID-19. Here is a transcript of that session, edited for clarity and conciseness.



Q:

OnSolve is all about communicating; one of our chief messaging targets is our own staff. How have we been communicating with employees?

A:

We established great communication habits in the months leading up to COVID-19. We defined a variety of informational and action meetings — before COVID-19 — that we've been able to expand to our current work-at-home situation. All the meetings that we have — both prior to crisis and now — focus on making sure that employees are well-informed and — of prime importance — working safely.

We have various ways to communicate our messages. We've been communicating through the Fourth Friday meetings, and then we alternate across various media. [Ed. note: Fourth Fridays are a monthly all-hands-on-deck company meeting, remotely across all offices.] So people are getting a very consistent, reliable communication blitz every two weeks. We have Fourth Friday every month, and then in the middle of the month we send out a newsletter.

A lot of that is now focused on COVID-19 information, whether from our insurance provider or other resources like our Employee Assistance Program. So we know we're touching base with the broad population a minimum of twice a month. Additionally, we send surveys out, quite a few actually and at very predictable, standardized times, like after Fourth Fridays.

Q:

What about leadership meetings? How often do you hold them, who attends and how long do they last?

A:

We have our Senior Leadership Team meeting, which also occurs once a month. Then the executive team is meeting every day for 30 minutes, so there's a lot of communication. Furthermore, the executive team has committed to having staff meetings on a regular basis and one-on-ones on a very regular basis, so we've really amped up our communications to employees.

Q:

That all sounds great Kathy and I can attest first-hand to the value of hearing from both your HR team and from leadership regularly.

A:

Thanks, that's good to hear. And we're not done. We're looking at even more messages, more target audiences, and more channels for getting the message where it needs to be. Personally, I'm lobbying for us to produce and distribute some informal videos of our executive team to employees.

Q:

As a final question Kathy, what do you consider the key takeaway when it comes to employee communication during COVID-19?

A:

Safety. And the role effective, consistent and reliable messaging plays in keeping people safe. As I mentioned, whether people are in the office or remote, not everyone uses the same channel, the same media, to receive messages. Make sure safety and health information are frequently and consistently sent across all available channels. Ensuring effective communication with your remote employees is always important. And it's exponentially more important now as we face the Coronavirus pandemic.

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About OnSolve

OnSolve delivers critical event management solutions designed to help enterprises, organizations and agencies of all sizes create the most successful outcomes when critical events occur.

The OnSolve Platform for Critical Event Management™ combines leading risk intelligence, critical communications and incident management into one SaaS-based global portfolio. Our AI-powered platform is purpose-built to deliver fast, relevant and actionable intelligence, enable vital communications and allow response teams to react calmly and confidently.

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