



5 Tips on Maintaining Staff Morale during a Recession



- 1. Clear & Transparent Communication:** There is so much uncertainty and fear everywhere that it has never been more important than now to communicate clearly with all your employees. Being kept informed about how the company is performing and how management plans on trading through the recession is crucial for employees. Current employees will demonstrate great loyalty and flexibility of job role when there is a plan in place.
- 2. Frequent Communication:** The frequency of communication must increase so as to reduce anxiety and improve morale. For maximum impact, this should be conducted by top management.
- 3. Employee Involvement:** Involve employees in revenue generating or cost saving exercises. This reduces the feeling of division from management and encourages buy-in to decisions. For example, introduce a Suggestion Box or a brainstorming session every Friday afternoon, where employees propose new ideas for attracting new contracts or reducing costs etc.
- 4. Provide Support:** Where redundancies are inevitable within your company, assist in making this traumatic time as painless as possible. Even when revenue is not available for outplacement services, there are easy ways to help, e.g. provide an A4 sheet with local services and contacts that will guide them in finding a new job or retraining.
- 5. Keep Calm:** Remember this too will pass and as the wartime poster said "Keep calm and carry on".