THE **NEW NORMAL**
WE ALL NEED TO PREPARE FOR

Your journey towards a
covid-secure workplace

[printing.com®

THE
JOURNEY

Add your goals here: Click and type or print and write
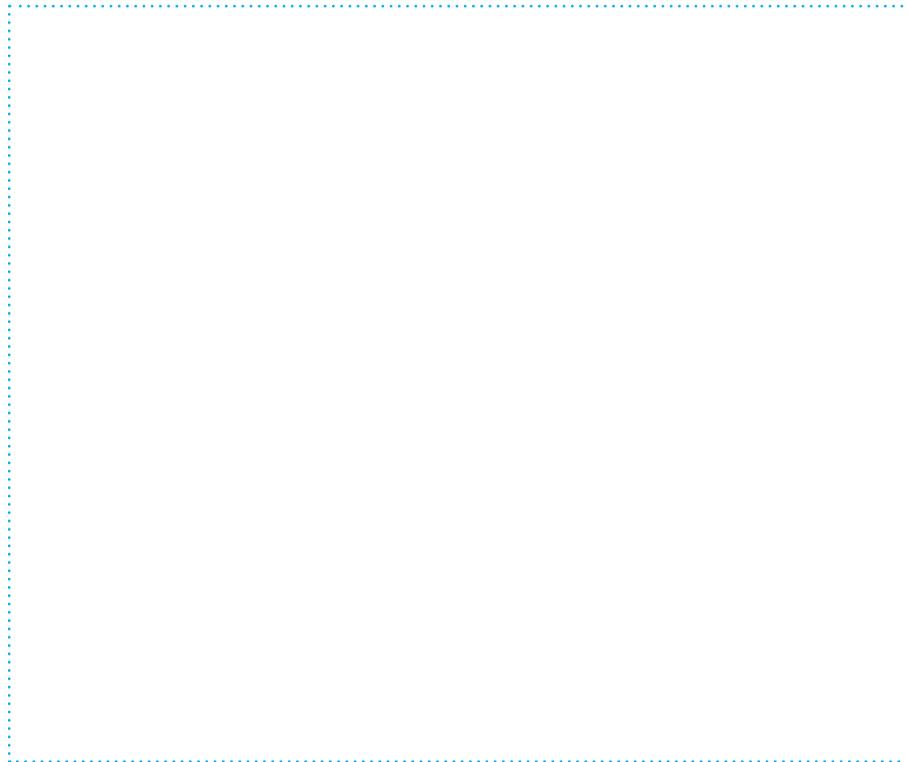
THE NEW NORMAL

The upside down. Limbo. Somewhere in-between lockdown and life as we once knew it. It's unlikely there'll be a return to 'normality' anytime soon of course, but there maybe light at the end of the tunnel.

Until then, as lockdown is gradually eased, businesses will need to adapt and be prepared. Additionally, your journey towards workplace social distancing will need to carefully consider both your **Clients** and your **Team.**

Your **CLIENTS** may have some reticence about a return so you need to do everything you can to help your clients to *be* safe and to *feel* safe.

AND Your **TEAM** need to feel that their working environment is suitable for a return and be absolutely clear about the new policies.

So, what's your goal? It might be useful to write down in simple terms exactly what you want to achieve as a starting point. Use the space on the page to the left to take note of these.

For example;
I want my business to reopen in a safe and practical way.
I want my team and clients to feel safe and to be safe.
I want to be clear about the business plans and policy.

What's the journey to make those things happen?

Let's get started.

🛒 *Quick links*
This is an interactive PDF click when you see this icon or any URL

🛒 Video call backgrounds from £289

*Phase 1 - **Communication***

KEEP TALKING

When doors closed, normal went out the window and we've not seen it since.
But a new world awaits us on the other side. When the time comes to reopen, work out what the new normal is for your business. Then communicate that, clearly, concisely and consistently. Remember, there are different stakeholders to consider. From active team members, furloughed teams, to investors, key suppliers and of course, your clients. Make sure you are clear about these two things:

TOP TIP

Reach your clients by using multiple touchpoints; social media, post, email. They're more likely to hear your message when being approached by multiple avenues.

What has changed?

What has changed about the way you do business and why? Do you now offer appointment-only bookings? Do you take phone consultations prior to meetings to reduce face-to-face time? Remove barriers to trade and anxiety to return by letting customers, suppliers and your team know what to expect. Communicate this onsite and in email signatures, flyers, e-shots, social media and of course, prominently on your website.

What remains the same?

Re-publish your values internally and externally. Remind your staff why they come to work each day and give your network insight into your purpose as a business. Reignite clients' love for your business with campaigns surrounding existing products and services that remain available. It's important to be clear, consistent and visible. Talk to your team, talk to your clients. Like, a lot. They're far more likely to feel confident about a return if you do.

#18
GOT
THEIR
BACK

#17
KNOW
THE
RISKS

🛒 *Acrylic signs* from £46.80

*Phase 1 - **Team Communication***

BE CLEAR

It will be useful to give your team as much visibility as possible about how a return to work might work BEFORE you ask them to don their work clobber for the first time in a while. Send an email to your team members outlining the overall strategy and what your phase 1 looks like. Then have an online call to talk it through - face to virtual face.

TOP TIP

Send an email or video to your team being as transparent as possible. Let them know the steps you're taking to keep them safe in the workplace. Keep furloughed staff in-the-loop as much as possible to ease their transition back to work.

Before opening

Work out your phased plan. Of course this isn't going to be set in stone and you'll likely need to be nimble enough to adapt, but it's often useful to have a visual so that your team can see what to expect. Remember what we said about reinforcing your values? They're so important for this part. Your team is probably a mixed bag of excited, nervous, delighted and dismayed at the thought of getting back in the workplace.

Be as transparent as possible. Let your team members know the steps you're taking to prioritise their safety in the workplace, what they'll need to do to get ready and the changes to expect. Follow this up with department calls or an open forum for discussion and private conversations where necessary. Video calls are an extension of your business and brand. Our team make sure to wear something branded like embroidered sweatshirts or polo shirts. In some cases they grab one of our funny virtual backgrounds for when the time's right. And for meetings and consultations, they have assembled portable printed backdrops with branded messages and imagery.

Wash your hands
for 20 seconds at
regular intervals

Keep 2m apart
from your team
mates if possible

Take your breaks
at different times
to your team mates

Wash your hands
for 20 seconds at
regular intervals

Kee...
from y...
mates i...

🛒 *Info Cards* 250 from £113.40

*Phase 1 - **Team Communication***

REINFORCE

Your 'new normal' plans may need to change and evolve. It makes sense to have a set way for briefing down and communicating each phase. You'll need to be sending out frequent and consistent briefings to reduce any feelings of uncertainty. There are plenty of things you can do to make sure your plans are front of mind.

TOP TIP

Use visual reminders, like posters and wall graphics, in common areas to remind teams of hygiene policies as well creating staggered schedules for shifts and breaks.

When open

Make sure your phased plan is visible everywhere. Remember to highlight what's changed and what has remained the same.

Perhaps your team members would benefit from an info card to keep on their desks to remind them of the changes – something a little creative and fun that reduces the number of things they must keep account of in their heads. Include prompts to wash hands, keep their distance and take staggered breaks.

Encourage your team to check-in with one another and with clients. Be clear that it's acceptable, preferable even, to offer alternatives to face-to-face meetings like phone or video calls.

Things won't settle for a while, remember your team probably feel unsettled too. Catch up frequently with one-to-ones, group video quizzes or a staff newsletter. A thank you note even, for their dedication, could go a long way.

GET YOUR
WORKPLACE
READY FOR

**SOCIAL
DISTANCING**

IN A SAFE &
PRACTICAL WAY

*Phase 1 - **Client Communication***

GET SHARING

Your clients may not have heard from you in a while. They themselves might be busy navigating this new normal. Make it easy for them to understand how you're operating and how to do business with you.

TOP TIP

Have an option on your website and in your emails that encourages clients to sign up for your updates on reopening.

Before opening

As your plans become concrete, include existing and potential clients in your reopening strategy. Share your message on social media and email, through website updates, phone calls and posted mailers.
Imagine how you would feel if you received a postcard from a business to say how they're preparing a safe place for you to come and visit.

Perhaps now's the time to drum up some more interest with vouchers for the first 100 customers in your reopening mailers. Or maybe your business will be flooded with customers and the message on your mailer might be that there is a by-appointment only policy for now, with guidelines on how to book in easily on your website, and thanks for their patience and support.

How you communicate will depend on your situation, your business and your clients. Like we've said from the beginning, the most important part of all this is that you are communicating!

🛒 Postcards 250 from £45.90

*Phase 1 - **Client Communication***

SHOUT LOUDLY

Once open, make sure people know about it. But in the right way. A hugely important part of communicating with your clients is letting them know what to expect. To reduce fear and uncertainty. To help them feel confident in how they can do business with you. With everything topsy-turvy and an unsettled feeling in some tums, putting your clients at ease should take priority.
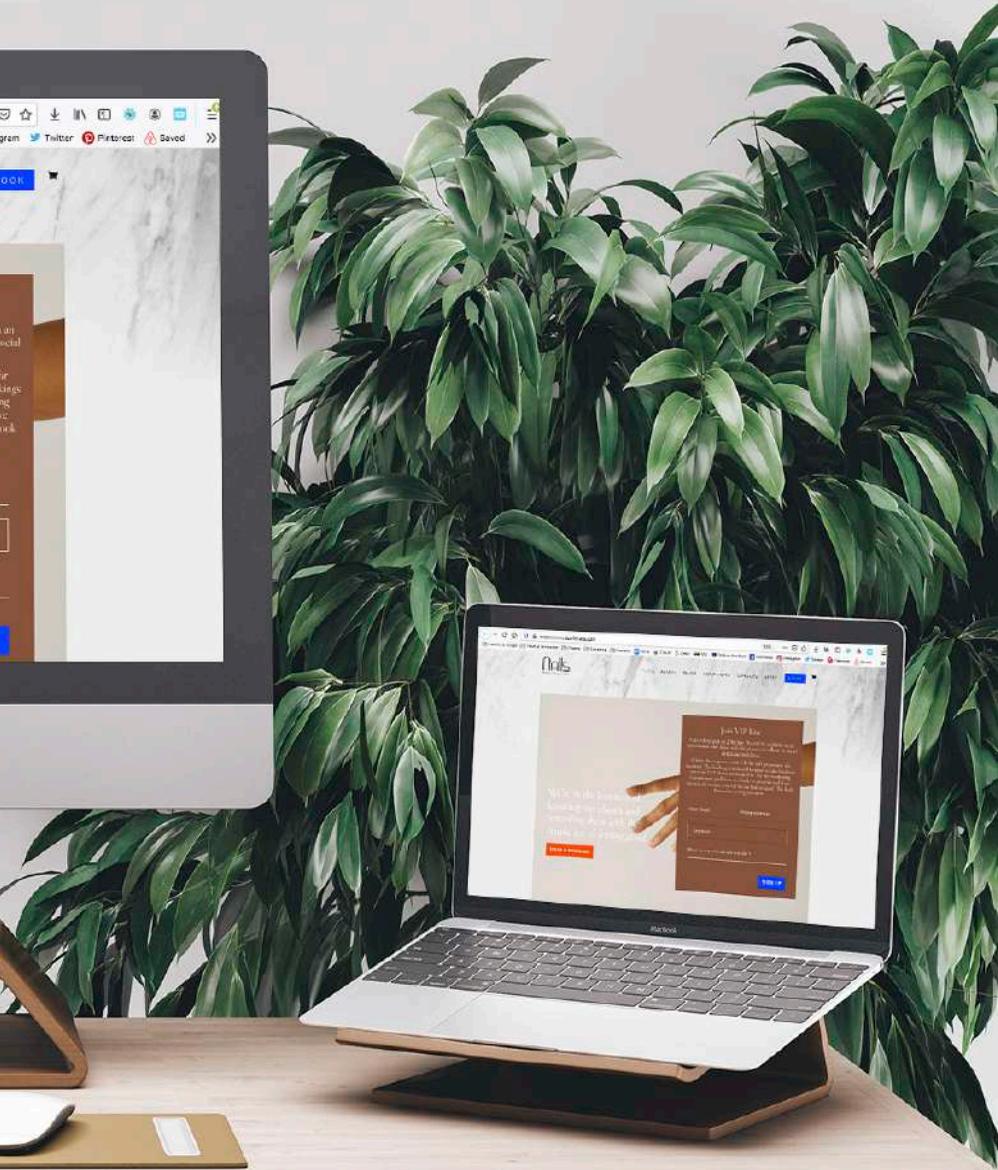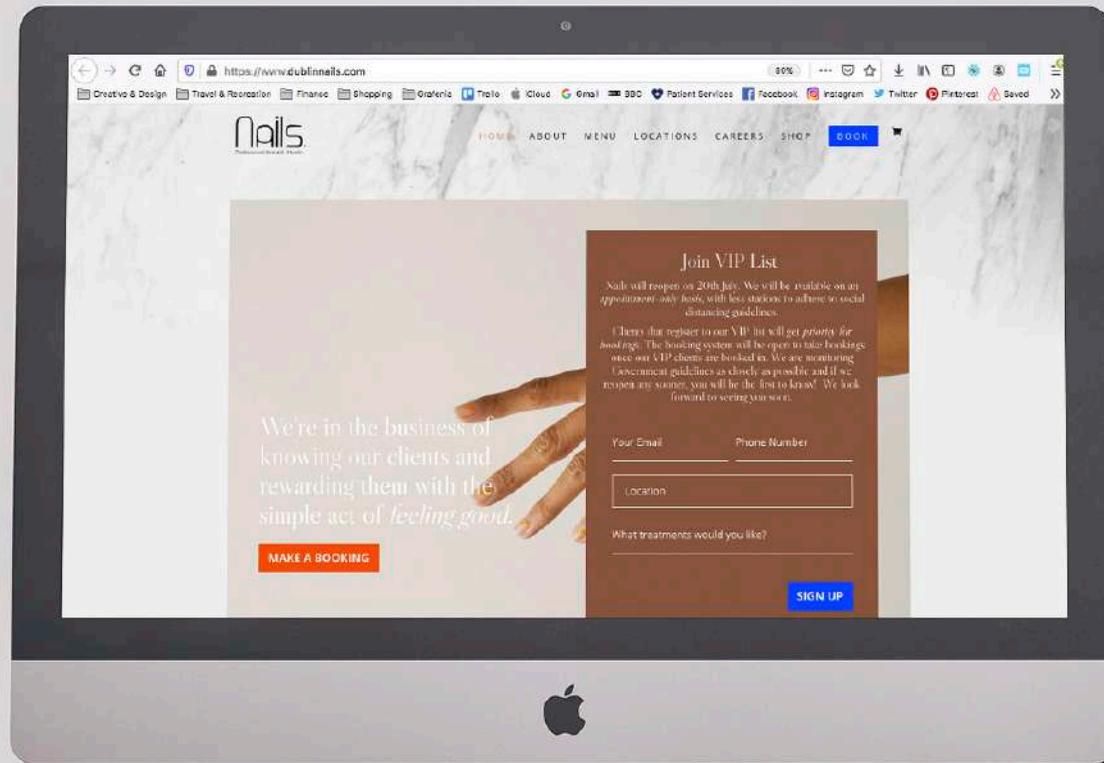
TOP TIP

Each week, choose a featured product, portfolio piece or service to remind people how you can help and show them what remains available.

When open

When you're open you need to maintain consistent communication with clients, existing and new, to stay front of mind throughout the reopening frenzy. Perhaps a 'We're Open!' campaign would handhold clients through the first few weeks.

This might start with some of the stuff we mentioned prior to opening, like postcards to point people towards online booking systems, or vouchers to say thanks. It might evolve into e-shots to let people know you're open and how you're operating as time goes on.

Prioritising safety and acting responsibly will be a big draw for clients who still remain a little fear-stricken, so shout loudly about what you're doing to keep them safe. Share messages of limited numbers inside, queuing systems, appointment-only or guidelines to best practices in window graphics and A-boards outside your premises. Include safety posters and wayfinding signage inside to set customers' minds at ease.

Nails.

HOME   ABOUT   MENU   LOCATIONS   CAREERS   SHOP   BOOK

Join VIP List

Nails will reopen on 20th July. We will be available on an *appointment-only basis*, with less stations to adhere to social distancing guidelines.

Clients that register to our VIP list will get *priority for bookings*. The booking system will be open to take bookings once our VIP clients are booked in. We are monitoring Government guidelines as closely as possible and if we reopen any sooner, you will be the first to know! We look forward to seeing you soon.

We're in the business of knowing our clients and rewarding them with the simple act of *feeling good.*

MAKE A BOOKING

Your Email   Phone Number

Location

What treatments would you like?

SIGN UP

*Phase 2 - **Online Presence***

LOOK READY

What do people see when they look at your business? Is it clear both at your premises and online that you have a plan, a workplace 'new normal' policy? If you do, that confidence will resonate and reassure your team and your clients. But how can you achieve that?

Your social media, website and Google My Business represent you as a business. Is it all still accurate? What impression do they give potential customers? Make sure you're updating your online platforms frequently with valuable, relevant content to show you're ready for business and ready to help.

You can do this by posting regularly and consistently on your social media and Google My Business channels as well as updating information on your website, writing articles or giving advice and sharing these insights with your network.

There's more happening online than ever. Do you appear in Google search results for the terms your existing and potential customers are searching for? Do you need to optimise your site so people can find you more easily online?

TOP TIP

Highlight your products or services that would be most helpful to your client base while they transition to their own new normal. Share these as well as best practices on your social media, blogs or email campaigns.

worcester
language centre

FOR YOUR SAFETY, THIS IS NOW
A COVID-SECURE BUILDING

Wear a face mask
to protect others

Keep 2m away
from others

Sanitise hands
at provided station

🛒 *Window Decals* from £40.50

Phase 2 - *Offline Presence*

BE READY

Government guidelines suggest you'll need to have social distancing measures in place at your premises for your clients and your team in order to reopen. Make it clear to your clients and your team that your premises are as 'covid-secure' as possible.

If someone walked by your workplace, would they know you're open? If they did, would they want to come in? Would they know you've put measures in place to adapt to the changing environment? How would it make them feel?

Do you need to dress your windows, don the pavements and cover your car with your message? Perhaps signage out front would let them know a limited number of people are permitted inside at a time, or that click and collect options are available and that you're also trading online.

No printer paper sellotaped posters or makeshift signs wobbling in the wind here. Your customers haven't been allowed out in a while, so make sure when they are, you look the part!

TOP TIP

Make sure your clients and team know their next move according to your safety plan before they even step through the door - and share this signage on social media so everyone knows you've made it safe for them to visit.

Premium Branded Face Masks
5 from £39

Regular Branded Face Masks
25 from £139

AYLE UNIVERSITY

METRO
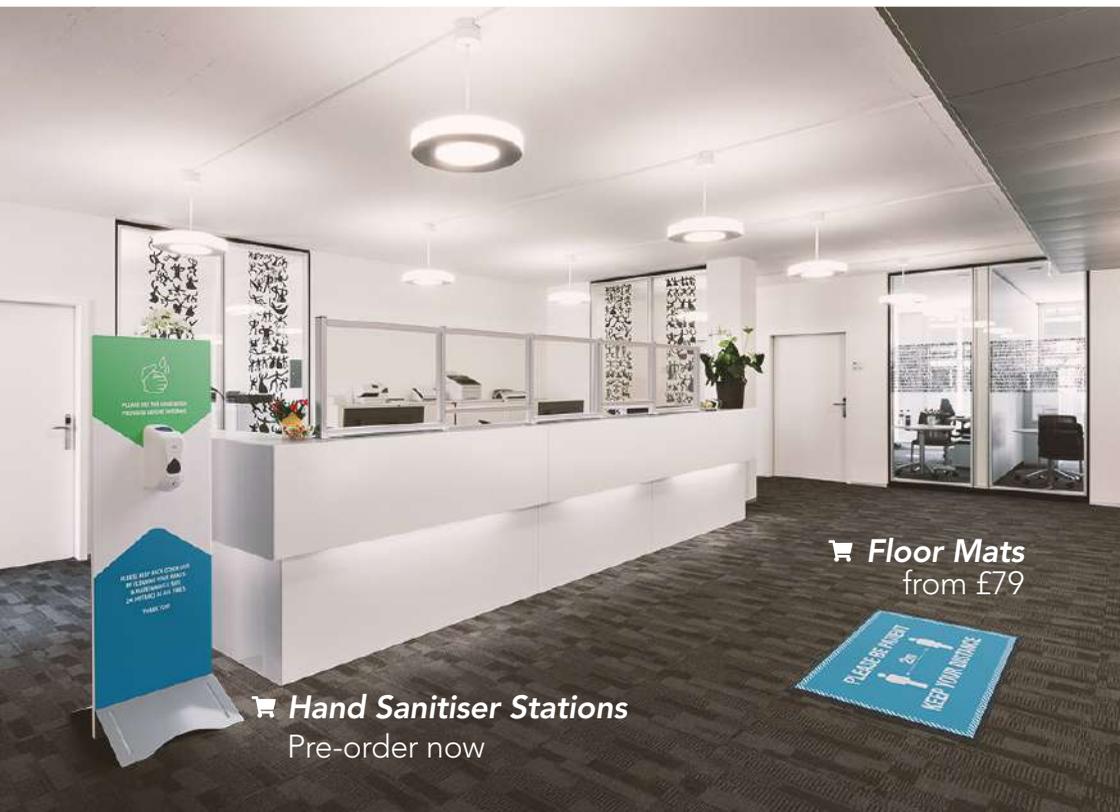
Hand Sanitiser Stations
Pre-order now

Floor Mats
from £79

Sign Posts
from £71.10

Floor Stickers 16 from £74.70

ONE WAY

NO ENTRY

KEEP YOUR DISTANCE
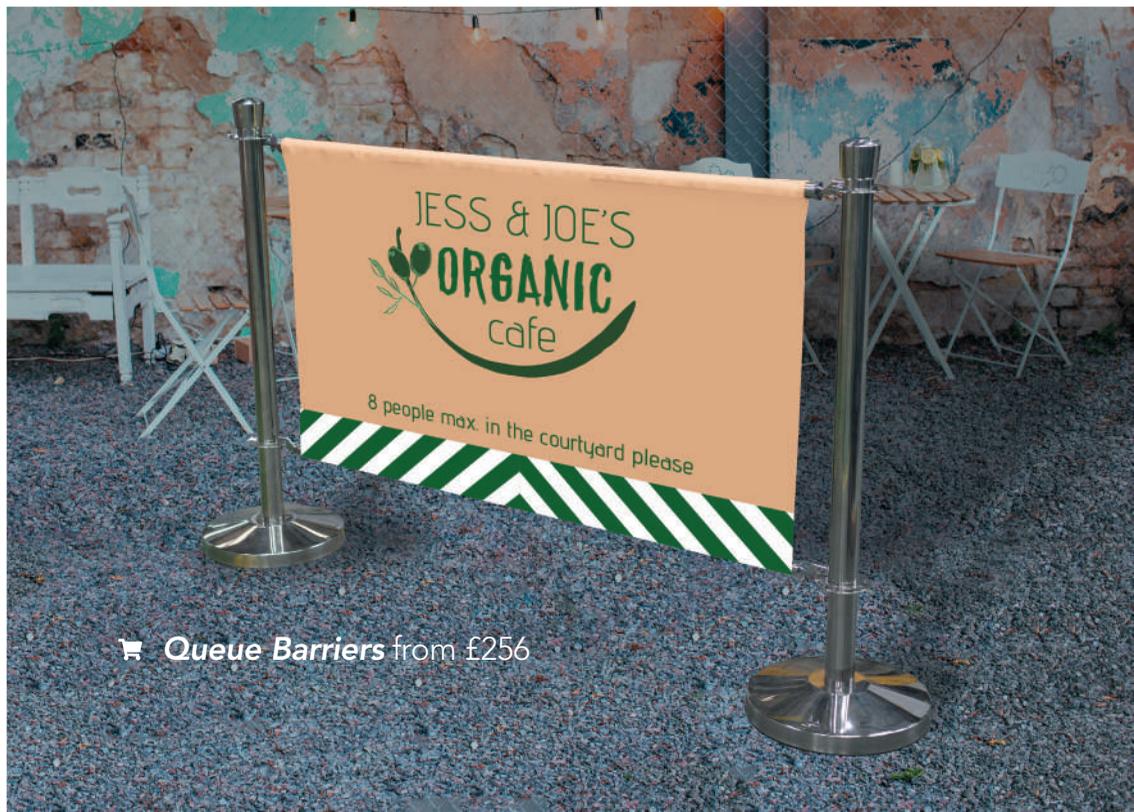
*Phase 3 - **Stay Safe***

SAFETY FOR YOUR TEAM

Even though the whole country's been cooped up for weeks, it's only natural that both your team and your clients may be apprehensive about returning to the 'outside world'.
Having the right safety policy in place is vital if you want to attract your customers and team back. So what can you do?

TOP TIP

Your clients and team need to *be* safe and to *feel* safe. Involving your team in the process means that not only are you getting valuable input, you may also help to relieve some staff anxiety too.

- Perform a risk assessment. If you have over 50 employees you may need to publish this on your website
- Limit the number of people at your workplace
- Use floor markings to remind team members to maintain a safe distance apart
- Reduce the use of hot desks
- Use desktop dividers to shield team members that need to work close together
- Separate entrance and exit points for team members to prevent cross contamination
- Stagger break times to reduce pressure on break areas
- Use outside areas for breaks
- Schedule deliveries and collections to avoid crowding
- Hold video meetings where possible
- Designate staircases as 'up only' or 'down only' with interior signage
- Regulate the use of corridors and lifts with sign posts
- Clean door handles, lift buttons and handrails regularly
- Install hand sanitiser stations
- Put up safety 'explainer' posters
- Introduce branded face masks to match existing workwear

NHS Stop the Spread

Avoid crowded places

Avoid contact

Wash hands

Don't touch your face

🛒 *Sneeze Guards* from £36

🛒 *Pavement Signs* from £99   🛒 *Bollard sleeves* from £44.10

Coronavirus
Wash your hands more often for 20 seconds

JESS & JOE'S **ORGANIC** cafe

8 people max. in the courtyard please

🛒 *Queue Barriers* from £256

*Phase 3 - **Stay Safe***

SAFETY FOR YOUR CLIENTS

You'll want clients to visit your store, office or premises again. For that to happen, making your clients feel as comfortable as possible is an important step. Safety will be in the forefront of their mind. So being as visible as possible about what steps you've put in place onsite can go a long way to making an unfamiliar situation more comfortable.

TOP TIP

Don't assume that clients will just know what to do. Be explicit about the safety policies you have in place with visual cues and reminders from the moment they arrive to when they leave and everywhere in between.

- Perform a risk assessment. If you have over 50 employees you may need to publish this on your website
- Provide clear guidance to customers upon arrival
- Encourage customers to shop alone where possible
- Define the number of people that can follow 2m social distancing on your premises
- Use floor graphics to remind customers to stay 2m apart
- Regulate behaviour inside and outside your premises with queue barriers
- Create one-way systems with way-finding signage
- Install hand sanitiser stations
- Put up safety 'explainer' posters
- Clean door handles, lift buttons and handrails regularly
- Set up a no-contact returns procedure
- Offer branded face masks to help make clients feel safer
- Install screen guards for any counter top or client facing desks

CHECKLIST

Use this nifty list to check off as you execute your plan. **Click to type or print and write.**

Phase 1 - *Communication*

	Required	Completed	Quick link
Pre-opening training explaining safety guidelines for employees	☐	☐	
Safety guideline handbook for employees and suppliers	☐	☐	🛒
Schedule video calls with different teams outlining the protocols upon return with Q&A	☐	☐	
Incorporate meeting booking software for employees/clients as standard	☐	☐	
Communicate separate entrance and exit points for staff and customers	☐	☐	🛒
Create and share staggered shift/break schedule across teams	☐	☐	
Social media posts announcing updates/opening	☐	☐	
Email campaign with opening schedule/other guidelines	☐	☐	
Send direct mailer to announce the reopening date/safety guidelines	☐	☐	🛒
Update/communicate to clients that systems are appointment-only, if applicable	☐	☐	
Schedule weekly staff or client newsletter to maintain updated guidelines	☐	☐	
Write thank you notes to employees or clients thanking them for their loyalty or efforts	☐	☐	🛒

Phase 2 - *Presence*

	Required	Completed	Quick link
Update Google My Business with correct hours and a 'We're Open' post	☐	☐	
Update website with updated hours or relevant information	☐	☐	
Social media posts/bios all updated and correct	☐	☐	
Window decals/A-boards communicating hours and new safety guidelines	☐	☐	🛒
Safety signage in store front communicating number limits or other precautions	☐	☐	🛒
Directional guidance encouraging safe entrance/exit/social distancing	☐	☐	🛒
Make products and services available to be bought online	☐	☐	🛒

🛒 *Quick links*
This is an interactive PDF click when you see this icon or any URL.

❗ Before you begin, perform a risk assessment.
If you have over 50 employees you may need to publish this on your website.

Phase 3 - *Team Safety*

	Required	Completed	Quick link
Work out your phased plan of reopening of physical space for your team	☐	☐	
Limit the number of people at your workplace at any one time	☐	☐	
Use floor graphics to remind team members to maintain a distance of 2m	☐	☐	🛒
Plan and communicate the reduction of the use of hot desks	☐	☐	
Use desktop dividers for teams that have to work more closely together	☐	☐	
If practicable, separate entrance and exit points for staff to prevent cross-contamination	☐	☐	
Schedule deliveries and collections to avoid crowding	☐	☐	
Communicate video meetings as the standard default where possible	☐	☐	
Designate staircases as 'up' or 'down' with signage	☐	☐	🛒
Create a schedule for regularly cleaning door handles, lift buttons and handrails	☐	☐	🛒
Install hand sanitiser stations	☐	☐	🛒
Safety 'explainer' posters hung at key points in building	☐	☐	🛒
Customised face masks, to match existing workwear	☐	☐	🛒
Provide pens, pencils and holders for each employee to limit sharing of items	☐	☐	🛒
Use branded labels in shared kitchens to ensure food items remain separate	☐	☐	🛒
Install sneeze guards for any counter top or client facing desks	☐	☐	🛒
Create a rota for staggered break times	☐	☐	
Regulate use of corridors and lifts with messages on signposts, posters and floor stickers	☐	☐	🛒

Phase 3 - *Client Safety*

	Required	Completed	Quick link
Communicate to clients the number of people allowed in the building at any one time	☐	☐	
Clearly advise customers to shop alone where possible	☐	☐	
Use floor graphics to remind clients to maintain a distance of 2m	☐	☐	🛒
Install hand sanitiser stations	☐	☐	🛒
Create a schedule for regularly cleaning door handles, lift buttons and handrails	☐	☐	
If practicable, separate entrance and exit points for customers	☐	☐	
Offer face masks to help make clients feel safe to visit	☐	☐	🛒
Install sneeze guards for any counter top or client facing desks	☐	☐	🛒
Create one-way systems with way-finding signage	☐	☐	🛒
Safety 'explainer' posters hung in client facing areas	☐	☐	🛒
Hold video calls where possible with branded fabric backdrops	☐	☐	🛒

USEFUL LINKS

There are additional Government guidelines that may help you navigate your way through the social distancing measures. Here a few useful links you may want to read through. Be prepared though, it's not exactly a thrill a minute.

Coronavirus guidance and support:
www.gov.uk/coronavirus

Example risk assessment:
www.hse.gov.uk/risk/casestudies/

Working safely during Coronavirus:
www.gov.uk/guidance/working-safely-during-coronavirus-covid-19

Latest information and advice (HSE):
www.hse.gov.uk/news/coronavirus.htm

Working safely during Coronavirus outbreak:
www.hse.gov.uk/news/working-safely-during-coronavirus-outbreak.htm

Workplace social distancing:
www.printing.com/uk/covid-19-essentials/

TOP TIP

Complete a Covid-19 risk assessment of your business. There's an example template available here: *www.hse.gov.uk/risk/casestudies/*

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online video
meeting at
printing.com

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or order at
www.printing.com

🚚 DELIVERY **INCLUDED**˙