

Global Webinar Series:

Managing HR during and beyond the crisis.

A background image of a person wearing a surgical cap, goggles, and a face mask, holding a megaphone. The image is overlaid with a semi-transparent orange filter.

HRM communication in times of crisis and the future of HRM



AGENDA

I. Crisis Communication and VUCA Environment.

II. Crisis, an opportunity for HRM transformation.

III. Recommendations for better HR communication and change management.

IV. Considering individual needs in HRM strategy.





I. Crisis Communication and VUCA Environment

What do we want to do with Communication in times of crisis?

Communication:

Definition - Conscious action of exchanging information between 2 or more participants.

Aim: - To inform, to transmit certain ideas to create understanding or generate action

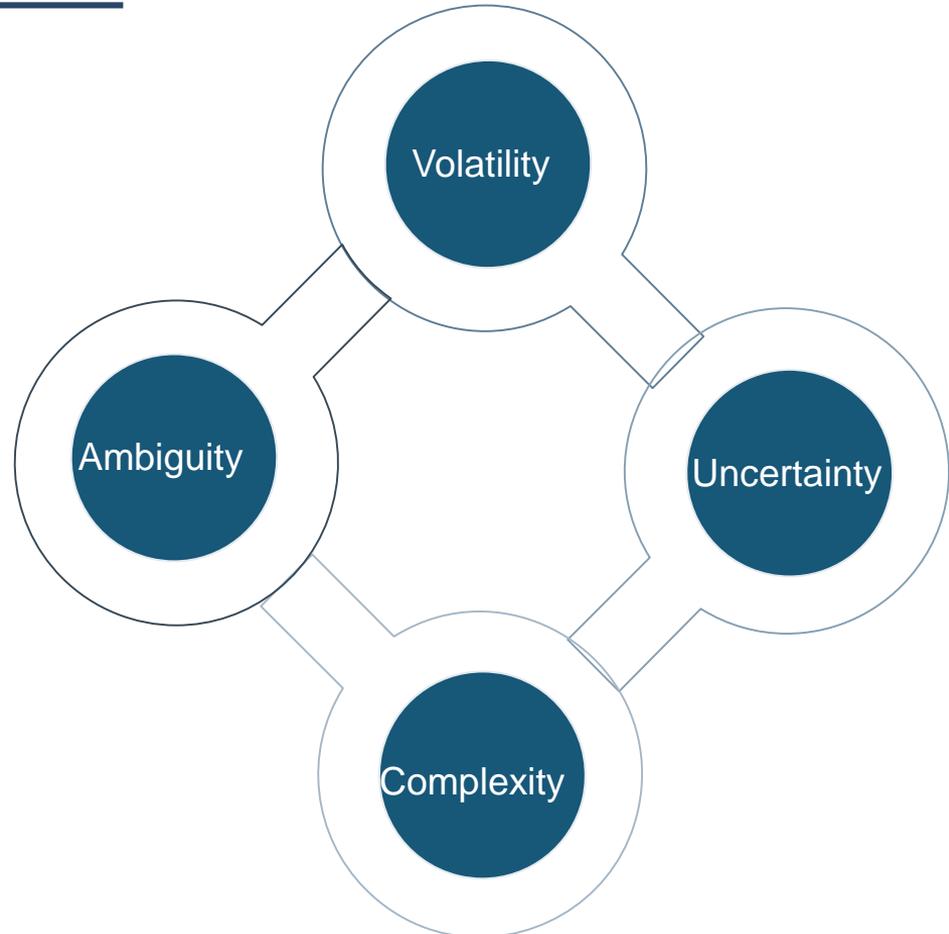
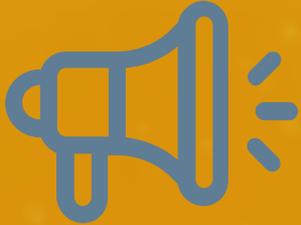
Challenge: - Interpretation of the message.

To encourage rational, organised and committed behaviour that contributes to its resolution.

To mitigate (cases of contagion, emotional impact, economic impact, ...etc)

reactivate the economy and seek competitive advantage.

A VUCA environment



3 Major Challenges for Organisations

-
- **General lack of trust.**
 - **Information saturation.**
 - **Demand for new standards according to new generation audiences.**

“We live in the age of a Total Transparency, Total Connectivity and Total Accountability”.

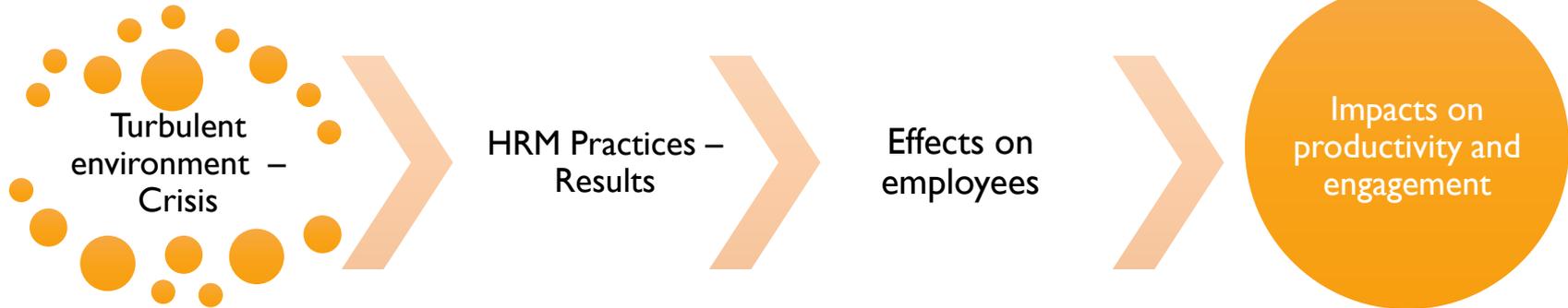
— Scott Bedbury.

II. Crisis, an opportunity for HRM transformation?



(Strategic) Human Resources Management

Managing change and uncertainty
Managing hired staff productivity
Managing staff well-being



An opportunity for HRM.

To affirm their strategic position.

To launch positive messages and reinforce the corporate culture.

To transmit the company's concern for employees.

To issue a more transparent, fluid and people-oriented communication



III. Recommendations for better HR communication and change management

How to communicate and manage change in times of crisis?

An illustration of four people in a meeting. On the left, a woman in a blue dress is talking to a man in a blue shirt who is holding a laptop. In the center, a woman in a blue top is looking at a tablet. On the right, a woman in a blue top is talking to a man in a blue sweater who is holding a smartphone. There are various icons in the background: a thumbs up, a gear, an envelope, a heart, and a speech bubble. The background is a dark blue color with a light blue border.

A corporate message developed by the General Management

Identifying effective communication channels

Putting the institutional message into practice through HR

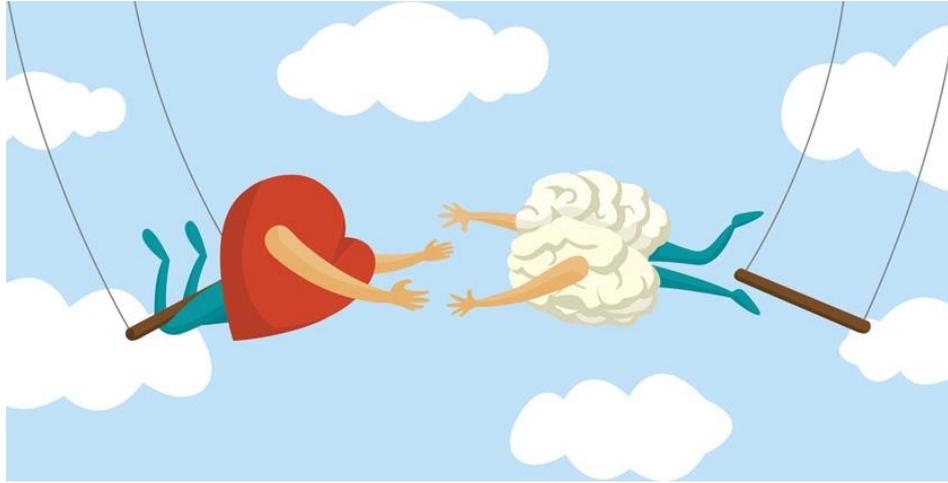
Being sensitive to the needs of employees

**Accelerate digital
transformation processes.**

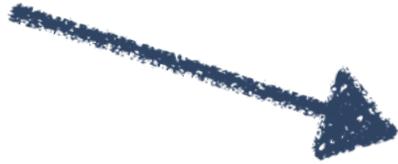
**Accept uncertainty
and continue to be
pragmatic.**

**Foster an open-door culture,
two-way communication and
empathetic leadership**





1. Let the hearts speak



2. Make the heads talk

Measuring and diagnosing for better action

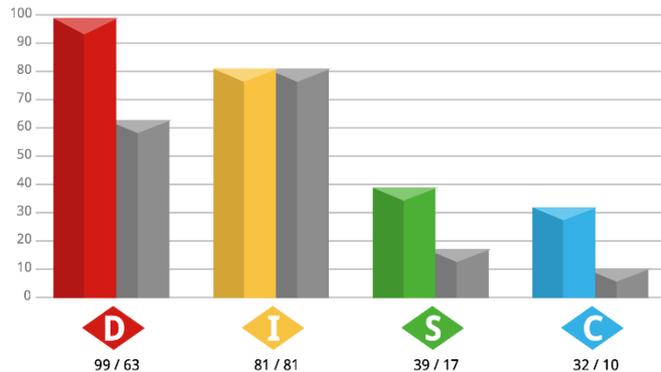




How can Innermetrix help me?

- Understanding behaviours -

DISC INDEX



How do my employees function?

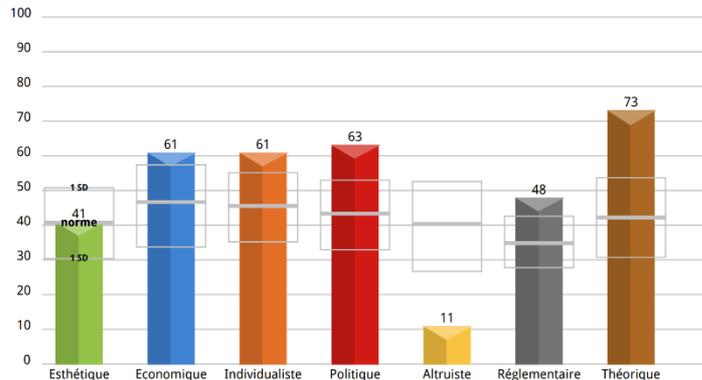
- Relationships with others
- Acceptance of change
- Accuracy
- Adventure
- Aggressiveness
- Accuracy
- Attention to detail
- Care
- Caution
- Charm
- Competitiveness
- Coherence
- Cooperation
- Decision
- Challenge
- Optimism
- Pessimism
- Confidence
- Determination
- Enthusiasm
- Extraversion
- Flexibility
- Energy
- Generosity and service
- Impulsivity
- Independence
- Curiosity
- Introversion
- Modesty
- Organization
- Passivity
- Patience
- Perfectionism
- Persuasion
- Pragmatism
- Rebellion
- Reliability
- Results orientation
- Risk aversion
- Spontaneity
- Stability
- Orientation to teamwork
- Data orientation

How can Innermetrix help me?

- Understanding motivations -



VALUES INDEX



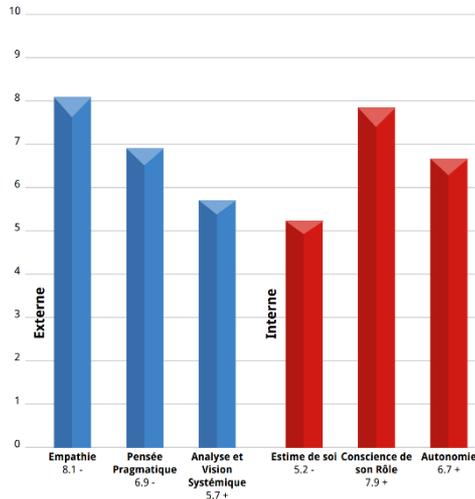
Why do my employees make decisions?

- Acquiring knowledge
- Aesthetics
- A better society
- Artistic expression
- Authority
- Autonomy
- Balance and harmony
- Benefiting others
- Value of money
- Caring for others
- Compassion
- Competitive advantage
- Creativity
- Discovering the truth
- Efficiency
- Ethics/Principles
- Generating income
- Generosity
- Influence et Pouvoir
- Influence and Power
- Leadership
- Learning opportunities
- Logic
- Practical results
- Mutual respect
- Responsibilities
- Rules and order
- Self-production
- Process
- Status and esteem
- Systems/Structure
- Traditional forms
- Unicity
- Utility/functionality
- Recognition

How can Innermetrix help me?

- Understanding soft-skills—

A ATTRIBUTE INDEX



What are the skills of my employees?

Attitude Envers les Autres (8.1)
Point de Vue Empathique (8.1)
Conscience Humaine (8.1)
Superviser les Autres (8.1)
Relations Personnelles (8.1)
Communiquer avec les Autres (8.1)
Attitude Compréhensive (8.1)
Evaluer les Autres (8.0)
Perspectives Réalistes (8.0)
Sensibilité envers les Autres (8.0)
Biens Matériels (7.9)
Planification de Projet (7.9)
Conscience de son Rôle (7.9)
Corriger les Autres (7.6)
Persévérance (7.5)
Diriger les Autres (7.5)
Cohérence et Fiabilité (7.4)
Développer les Autres (7.4)
Absence de Préjugés (7.4)
Comprendre les Besoins de Motivation (7.4)
Fixer des Objectifs Réalistes aux Autres (7.3)
Obtenir l'Engagement (7.3)
Se conformer aux Normes (7.3)
Engagement Personnel (7.3)
Initiative (7.1)
Motivation Personnelle (7.1)
Persuader les Autres (7.0)
Organisation Concrète (6.9)
Pensée Pragmatique (6.9)
Respect de la Propriété (6.9)
Statut et Reconnaissance (6.9)
Détecter des Problèmes Potentiels (6.9)
Sens du Timing (6.8)
Esprit Proactif (6.7)
Créativité (6.7)
Prise de Décision Intuitive (6.7)
Autonomie (6.7)
Autodiscipline et Sens du Devoir (6.7)
Sens du Devoir (6.7)

Délégation du Contrôle (6.7)
Flexibilité (6.6)
Transmettre la Valeur du Rôle (6.5)
Plaisir pour le Travail (6.5)
Confiance en son Rôle (6.5)
Capacité d'Assimilation (6.5)
Résolution de Problème Théorique (6.5)
Evaluer ce qui est dit (6.5)
Capacité d'Initiative (6.4)
Planification à Long Terme (6.4)
Souci du Détail (6.3)
Orientation vers la Qualité (6.3)
Ethique de Travail (6.2)
Responsabilité Personnelle (6.1)
Résolution de Problème (6.1)
Analyse de Problème et de Situation (6.1)
Gestion de Problème (6.0)
Contrôle Emotionnel (5.8)
Attitude Honnête (5.7)
Diplomatie (5.7)
Pensée Conceptuelle (5.7)
Suivre des Instructions (5.7)
Respect des Politiques (5.7)
Orientation vers les Résultats (5.7)
Sentiment d'Appartenance (5.7)
Analyse et Vision Systémique (5.7)
Confiance en Soi (5.6)
Se Fixer des Objectifs Personnels Réalistes (5.5)
Prise de Décision Équilibrée (5.4)
Autogestion (5.4)
Concentration sur les Projets et Objectifs (5.4)
Gestion du Stress (5.2)
Estime de Soi (5.2)
Perfectionnement Personnel (5.2)
Usage du Bon Sens (5.1)
Maîtrise de Soi (4.7)
Responsabilité Pour les Autres (4.7)
Gestion du Rejet (4.6)
Auto-évaluation (4.0)

IV. Considering individual needs in HRM strategy



Consider individual needs in your HRM strategy and establish individual adaptation plans.



→ **Design programmes to improve the well-being of your employees in a more targeted way and demonstrate that there is a real concern to help reduce the stress caused by the current crisis situation.**



Thank you!

Do you have questions?

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