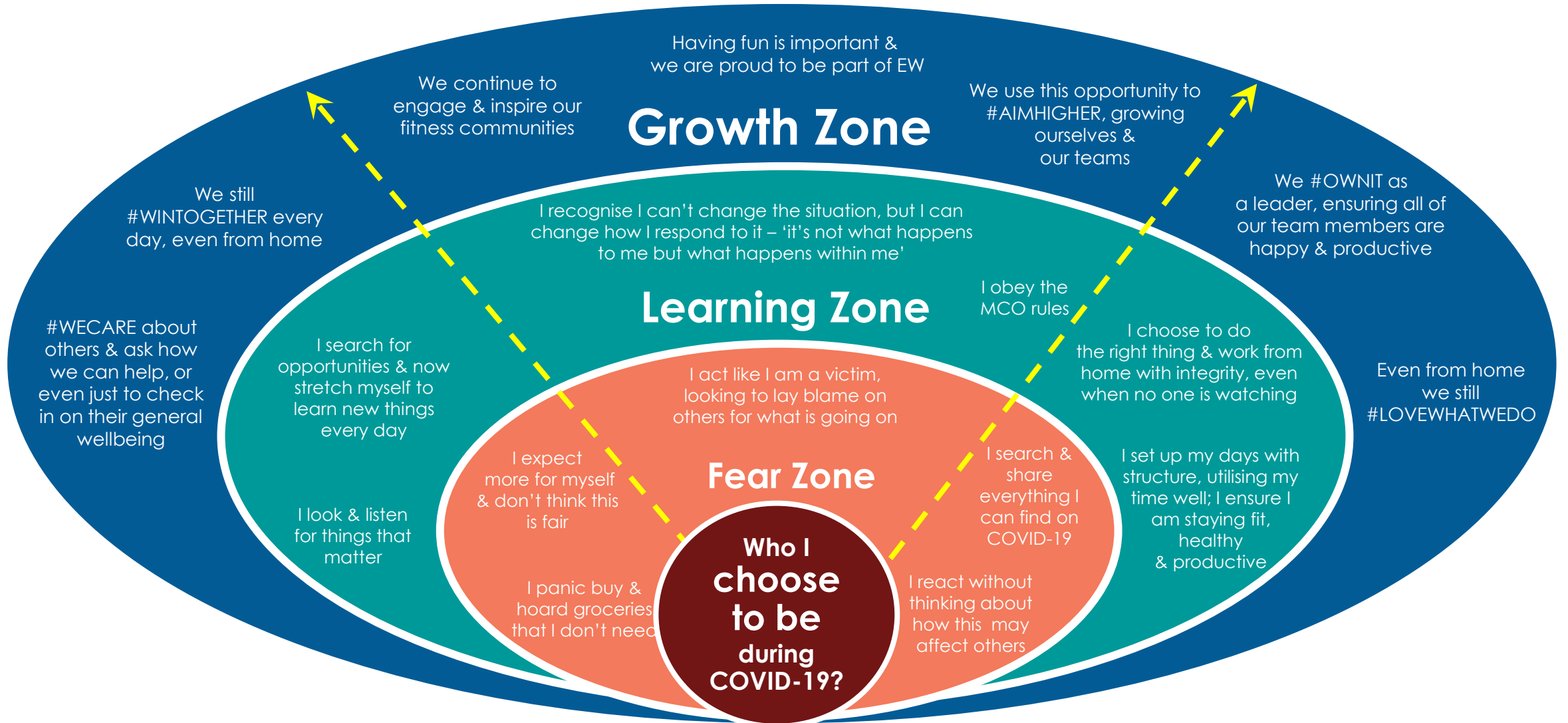


Our Growing Attitude in EW, through COVID-19



PERMISSION TO GO APE-CHIT

A

ANITICPATE the range of likely possibilities in a fast moving situation.

P

PLAN & PREPARE a set of actions and accountabilities for each scenario. Think carefully about the consequences of any action including unintended consequences.

E

EXECUTE the plan with speed and precision. Follow up to make sure of completion and that it had the desired effect.

PERMISSION TO GO APE-CHIT

C

COMMUNICATE your plans and actions clearly and concisely. The best communications leave little room for discourse.

H

HELP those most impacted. Prepare FAQ's. Hold town halls. Be available.

I

INVOLVE your teams and customers as much as you can to help them stay with you on the journey.

T

TOLERATE negative responses. Avoid getting caught up in tit for tat. You made your decision for the right reasons. You may not please everybody.