

COMMUNICATING THROUGH UNCERTAINTY



Tips and talking points to consider when communicating during uncertain times.

ANALYTICAL	<p>Explain how the situation impacts the bottom line and overarching goals.</p> <p>Provide high-level reasoning to clarify your actions and next steps.</p> <p>Include data from relevant, credible sources to support decisions.</p>	<p>Explain connections and impact to the big picture.</p> <p>Share opportunities that might arise.</p> <p>Offer ways for individuals to brainstorm or share ideas to address uncertainties.</p>	CONCEPTUAL
STRUCTURAL	<p>Share as much detail as possible about the path forward as you are able to define it.</p> <p>Provide a comprehensive schedule and timeline of your plans.</p> <p>Identify a process for surfacing unforeseen challenges and problem solving.</p>	<p>Consider the needs of all stakeholders when making your plans and communications.</p> <p>Identify opportunities for community building to support connections.</p> <p>Encourage self-care or wellness breaks.</p>	SOCIAL

1/3 ← **EXPRESSIVENESS** → **3/3**

Share information and provide opportunities for people to express themselves in multiple ways, such as email or company Intranet.

Share information and provide opportunities for people to express themselves in multiple ways, such as video meetings or phone calls.

1/3 ← **ASSERTIVENESS** → **3/3**

Provide timelines for changes and expected communications while considering ways to build consensus with stakeholders.

Provide timelines for changes and expected communications while outlining how your organization is quickly seeking solutions and identifying areas of focus.

1/3 ← **FLEXIBILITY** → **3/3**

Offer clarity on next steps by identifying what action items or decisions are solidified.

Offer clarity on next steps by identifying what's yet to be decided and areas where you expect further change.