

# "Coming Back Checklist"

# COMING BACK CHECKLIST

## QUESTIONS EVERY COMPANY SHOULD ASK BEFORE COMING BACK

### TACTICAL

- How do we convince those that matter, it's safe for them to come back?
- What tone do we want to use while announcing our re-opening?
- When is too soon? When is too late? Where is our herd?

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### OPERATIONAL

- How will we need to change the customer experience to keep everyone safe?
- What changes in products, service delivery methods or HR policies should we continue to use once we re-open?
- How will our customers' expectations be different from the "old normal"?
- What is our plan if an employee or customer tests positive after we reopen?

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### TRANSFORMATIONAL

- What new habits have we learned during the pandemic that should become regular behavior?
- How can we be a “beacon of information” for those we care about most? – *John Cahill, CEO of McCann Health*
- What can we create that will serve our customers’ needs while exceeding their expectations, and even their imaginations?
- Why not?** ----- Now is a time for innovation, creativity and trying new things.