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7xC:

**COVID, CRISIS,
COMMUNICATION,
COLLABORATION,
CREATIVITY,
COMPANY & CULTURE**

How we do it in PSNC

~~LOVE~~ STORY

~~LIFE~~ STORY

LIVE STORY

Situation before

- internal communication tools we have (mailing lists: staff (official), blubry (not official));
- webpage (quite new, we are in the process of implementing a new page, it is difficult to get content, a lot of iterations to get the effect: another story);
- social media (Facebook, Twitter, Instagram, YouTube);
- common "docs" tools (Wiki, Confluence);
- digital signage system in the headquarter;
- digital staff catalogue (contact, picture etc.), accessible only via VPN (30% of staff use VPNs normally);
- events (Family Days, Summer Outdoor Cinema, other social events);

Situation before

- ...and of course: "Coffee break", "Old Yogurt in Refrigerator", "Lost Spoon", "Common cigarette", "Training on new coffee machines"
- we have no Intranet
- where to put internal messages for the staff about COVID rules?...

COVID calendar

- 4.03 (Wed) First COVID cases in Poland.
- 12.03 (Thu) Schools are closed. The first PSNC employees work remotely (3 weeks ago).
- 16.03 (Mon) Everyone works remotely. Internal message.
- 18.03 (Wed) External communication - we work and continue working, ready to help.
- 23.03 (Mon) We must have a newsletter. On Thursday. On that Thursday. On every Thursday (26.03)

Dialogue

- we will have a newsletter;
- the editor-in-chief will be a new employee, press editor, working at PSNC since February. It will relieve you. This will be a different channel than news, FB, monitors;
- what's the name? What tool? Where should the landing page be?
- don't make problems. Technology is not meant to stop us. On Wednesday evening you will send all the materials, I will put in corrections, on Thursday the newsletter will come out...
- maybe Mailchimp? What functionality, content... And what is it? And who can know about it?
- video conferencing, telephones, remote learning software...

Now...

- The first issue was released last Thursday, the second one yesterday;
- From the idea "we will send a Word file to everyone, through "Mailchimp save us", to Trello & Wordpress;
- the 3rd number will be generated automatically from Wordpress;
- yesterday's premiere has so far had 750 views of all landing pages (350 employees, subscribers);

- in each issue a maximum of 10 articles, 24 different ideas for sections, planning several issues forward...
- we had to launch our private information database "from the corridor" who does what outside of work, because now people are more open to share it;
- now we are breaking borders, it is important to keep it later

How it looks like?



How are PSNC internal communications adapting to the COVID-19 situation?

- urgent launch of the PSNC internal employee newsletter, PSNC Weekly News (described earlier);
- additional initiatives to support employees online (new tools, guidelines, VCs with teams & individuals);
- every few days we have some brainstorming about new ideas to increase remote company culture (how to convert real to online?);

What is the impact on the company culture for PSNC?

- COVID is a global problem, but people are mostly focused on "local yard" now (family, friends, district, city);
- it is affected by reduced mobility, no flights, closing borders;
- psychologists claim that the mechanisms of group and local affiliation are now more visible (50,000 Poles working abroad returned home as part of the #flighthome campaign);
- many people work in PSNC international projects, usually do not identify with PSNC strongly as an institution (problem for many years);
- in the era of online socialization and community creation is extremely important (how to use this "positive" trend?);

What role is the PSNC Marcomms team playing (in int communication now)?

- it may sound too pride, but it's true: key role - Marcomms are in the middle, between management and staff;
- until now, many initiatives aimed at socializing teams, joint events, common entertainment were only accepted by some employees (30-60%);
- now we are getting signals that it is extremely important to have at least a substitute for simple gestures, coffee meetings, conversations in the corridor, search for missing coffee mugs, etc.
- a kind of "a race" to engage the largest group of creators (employees involved in colaboration & cooperation) to set a precedent for further develop internal communication policy;
- the only opportunity that people are willing, hungry for contact, open to help;

What lessons can be learned?

- an increasing number of people at PSNC worked remotely, even from abroad; some also worked outside the main building - we never focused them to communicate from the inside, they are a part of the big team;
- contrary to appearances, the current situation is a unique opportunity to build stronger social ties in the team in a short time;
- the more difficult thing will be to sustain them later and continue similar initiatives;

Last word - questions from me to you

- we are constantly looking for some new inspiration;
- share with us, what initiatives you take in internal socialization in the online era?
- what methods do you use, communication tools, also in the entertainment layer, apart from official work tasks?
- are you considering/planning in advance any new initiatives in this area (instead of the existing ones), or are you counting on a quick return to normality?



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