Good crisis communications

- Communicate early and often
- Be empathetic
- Transparency, as much as you can

Lynn Lipinski

Strategy

- Encourage leadership to speak authentically
- Create a webpage devoted to the issue

> “I think society tells us that we need instant results and instant impact. And there should be a sense of urgency around fixing things and doing the right things. But long-term healing [and changing culture] takes patience and continuous work. It doesn’t get fixed by one certain action or one certain statement or one action plan. It’s a series of things, building upon days and days of work.”

– Debbie Lee, past president, Undergraduate Student Government

> If we as individuals don't start behaving differently, how do we expect the university to be different? It's especially true for those in management or supervisory positions, as they set the tone for the people who report to them.

– Felipe Osorno, executive administrator for continuum of care operations and value improvement

> "If we can change the culture at USC and we can improve the quality of the work experience for the employees, then that will have a radiating impact on people's health."

– Chantelle Rice Collins, associate professor of clinical occupational therapy

"Solutions don't come unless you face the problems" Yaniv Bar-Cohen advocates for honest conversations

May 31, 2019

Yaniv Bar-Cohen calls it like he sees it, not how he wants to see it. It's a personality trait that has served him well in his work as a pediatric heart rhythm specialist at Children's Hospital Los Angeles, where most days include high-stakes patient diagnoses and treatment decisions made under extreme pressure. It's also served him well in his past year as USC Academic Senate president as he dealt with the fallout from the discovery of misconduct and mismanagement at the university.

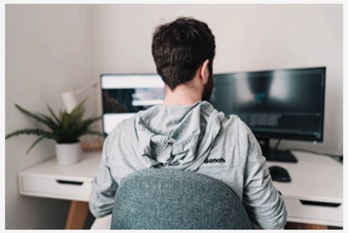
Authentic voices

Acknowledge the problem

- Comms materials developed to encourage participation in the USC Cultural Values survey

Tell good stories

- Create good content out about your org via blogs, newsletters, email blasts
  - Amplify it via social media
  - Use compelling images and video
  - New content on website as frequently as you can



Working and Managing Employees Remotely during COVID-19

Scott Darrell, adjunct professor and leadership coach at CareerPQ, provides advice on how leaders and employees can work from home without too much stress.

READ MORE

Coping with Disappointment in the Wake of COVID-19

Kimberly Finney, clinical associate professor and clinical psychologist, has guidance for students, and anyone else coping with disappointment, on learning to be resilient.

READ MORE