

## 2020 Conscious Change Newsletter – Special COVID-19 Edition

### Newsletter's Theme - How COVID-19 Changed our lives



There are different types of crises we go through in a lifetime, and except for personal crises or economic crashes that may affect us, this one has topped it all. COVID-19 has destabilized the way we work, think, collaborate and interact. Change can be imposed on us and this type of change is exactly one where we couldn't offer any resistance.

We decided to create this special edition newsletter on COVID-19 because we wanted to share our experience with you, our members around what COVID-19 has had in terms of impacts in our professional lives. We also wanted to share what we've been working on online events.

I can say with certainty that the last 4 months have been full of stress, uncertainty, chaos, and more importantly, changes. Some of us are now working remotely, and this means a different setting, dynamics, rules, and more. This change has also been a way for us to test the maturity of our business/professional practice and processes.

Both Saeed and I have been lucky enough to occupy full-time roles in organizations that made sure we were at the epicenter of this crisis. We do however feel for everyone that this crisis hurt: job loss, death in the family, impact on their relationships, halt to personal projects and more. To all these people, we offer our deepest sympathies and want to remind them that for every crisis there are new opportunities.

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### WHAT'S BEEN ACCOMPLISHED SO FAR

#### **Conscious Change is now in its 2<sup>nd</sup> year**

We are proud to launch our second Conscious Change newsletter. We've seen an interesting growth to our newsletter subscribers in the past 6 months. People regularly connect with us to see where it's going and how they could participate. There are so many things out there to read and follow, that it can get confusing to find this one place where all the information is available.

Let's be careful... What a year 2019 has been. We spent fun times working on our content and getting our presence going out there in the world of social media. It is quite interesting to notice that it seems everyone has the ultimate solution for making you the next millionaire with your own business. Or is it really true? We share an article out there on Instagram called: [How is Instagram currently driving change?](#) In short, there are many false prophets out there. Having success in change management is like running a marathon, it takes dedication, it takes preparation and mostly it takes resilience and time.

Come and encourage us on one or many of our social media channels or even on our website by seeing and commenting our content: [website](#), [Instagram](#), [Facebook](#), [LinkedIn](#), etc.

#### **Our focus for 2020**

Although it was already in our strategic plan to bring our members and clients more online content and training, the market sure surprised us with this new "imposed" dynamic. We canceled the launch for our in-class APMG Foundations of Change Management and Change Management Methodology to turn the boat around and focus on building online content.

This is, all in all, great news for our business model. Online learning needs have grown exponentially, but also the number of offers out there. Our challenge is now to get our rich content out there and share our knowledge.

From April to July, amidst our busy lives, we conducted our first online webinars. That was such a great experience as we got to talk to people around the world like China, India, France, Canada, the USA and more. Many members and clients we talked to were interested in 3 topics:

- Learning more about organizational change management
- How to transition their career to change management?
- Where do I start in the first 6 weeks of my project?

#### **Growing our community of collaborators**

We've had the chance to meet 2 professionals who are looking to transition their careers to change management. Their challenges and vision around what needs to be done have helped us better understand what they need to succeed. Thank you to Matthieu Syllion and Jessie Nadar for being a part of our adventure and more especially to Matthieu for really helping us build the content for our new events.

Because we are getting more and more hits and visits on our website, Instagram and Facebook channels, we also focused on renewing our website touch and feel so we could help clients

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better understand what we offer and to focus more on the interaction with our clients and members.

Let us know what you think of our new look!

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### WHAT'S IN THE PIPELINE

#### **Continue building our online practice and community**

It takes time to build a practice and it seems that everyone talks about becoming an overnight sensation and being popular across the world in just a few clicks. Well, we are working really hard to bring you smart and constructive content.

Here are a few things we plan on doing:

- Continue to work on our brand
- Continue working on our online content
- Build our building collaborators team and develop

Interested in participating? Then join us:

- **Share your thoughts** by leaving us a comment
- **Reach out and collaborate with us** to write some articles, and mostly
- **Feed that change passion** by writing at [info@connectiviti.com](mailto:info@connectiviti.com)

#### **Building our CM Practice**

It takes time to build a practice and it seems that everyone talks about becoming an overnight sensation and being popular across the world in just a few clicks. Well, we are working really hard to bring you smart and constructive content. Here are a few things we plan on doing:

- Build and diversify knowledge
- Share some tools, what works well
- Exchange about best practices with partners across the world
- Talk about coaching and what it means to change management

Thank you for being members of our online community. We wish you great courage and strength in the months to come since COVID-19 will stay with us for probably another year or so.

Stay tuned for our next newsletter as we'll talk more about reconstruction and what comes after a pandemic crisis. If you appreciated the read... **share with others around you.**

Saeed and Stefan  
The Connectiviti Team

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**ONLINE EVENTS OF INTEREST**

Sharing content is our main priority and we worked on delivering new podcast, video and online events capabilities. We'll be busy over the rest of the year to bonify our content. Here are some online events we invite you and the people you think may benefit from this:

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**August 21, 2020**

How to transition your career to Organizational Change Management

[Read More](#)

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**September 7, 2020**

Learning more about Organizational Change Management

[Read More](#)

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**ARTICLES RECENTLY PUBLISHED**

**COVID-19 series : Before the Pandemic and How it all Started**

These last couple of weeks have been full of stress, uncertainty, chaos. More and more of us are now faced with the fact that we need to be working remotely to save our business and support customers

[Read more](#)



**COVID-19 series: Tips to better Manage your Team while Working Remotely**

COVID-19 imposed a new reality, working remote. Just setting up a team to work remotely is a challenge in itself, whether technologically or to manage daily and weekly tasks. Are you a manager looking to build a better way of working remotely with your team?

[Read more](#)



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### COVID-19 series: When the change curve bent

In our last article called Before the Pandemic and How it all Started, we touched upon the topic of how we manage change during business as usual circumstances and how it all came to change

[Read more](#)



### COVID-19 series: Conducting Organizational Change Management Activities in Times of Pandemic

Have you been asked to come up with an agile version of the change management strategy? Have you been getting pushbacks to complete all your regular CM assessments, planning, and activities?

[Read more](#)



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## WHAT ARE PEOPLE TALKING ABOUT?

While working on some mandates and exchanging with some great people out there on best practices and change management, we come across some interesting articles we find are worth sharing. Let us know what you think about them.

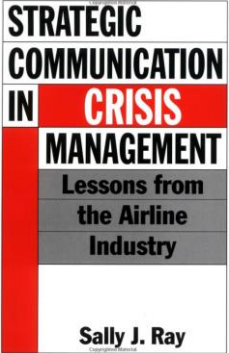
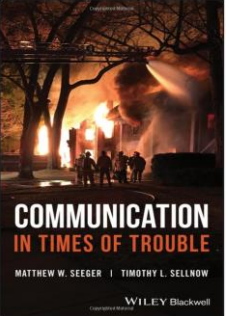
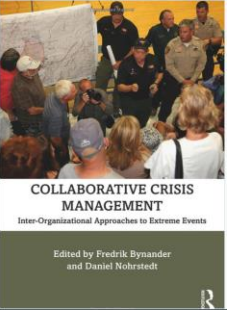
<b>7 steps to Crisis Management</b> by Inc.com	<b>Basic Elements of Crisis Management in an Organisation</b> by Taylor & Francis Online	<b>Let your people lead Change Management</b> by Acadal.com
<a href="#">Read More</a>	<a href="#">Read More</a>	<a href="#">Read More</a>

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### HAVE YOU READ THESE BOOKS?

Being in the times of crisis, we took the time to research interesting books that focus on communications. This practice is at the heart of any crisis and how change gets the word out there. We hope you enjoy them!

	<p><b>Strategic Communication in Crisis Management: Lessons from the Airline Industry</b> - by Sally Ray</p> <p>Communicating successfully is crucial if an organization is to survive and recover from a crisis. Focusing on the airline industry and some of the most recent headline-making disasters, Dr. Ray looks at organizational crises, the communications strategies employed by organizations when responding to crises, and the factors that influence the effectiveness of this strategic communication.</p> <p>She maintains that our understanding of crisis and the implications for strategic crisis communications in all industries can be based on two valid assumptions. First, crises may be viewed in terms of phases. Second, they are best understood from a system perspective. This is particularly important when we realize that how stakeholders see crises and how professional communicators see them may be entirely different, and that their viewpoints will vary at various crisis stages.</p>
	<p><b>Communication in Times of Trouble</b> by Matthew W. Seeger, Timothy L.</p> <p>This book covers crisis communication strategies and focuses on practical applications for effective management. It includes an extensive discussion of best practices in pre-crisis, crisis and post crisis stages. The book pays special attention to the needs of meeting the needs of diverse audiences and communicating in a responsive and responsible way. The principles are appropriate for many kinds of events including earthquakes, tornadoes, hurricanes, tsunamis, epidemics, and pandemics as well as industrial accidents, toxic spills, transportation disasters, fires and intentional events.</p>
	<p><b>Collaborative Crisis Management: Inter-Organizational Approaches to Extreme Events</b> by Fredrik Bynander, Daniel Nohrstedt</p> <p>Public organizations are increasingly expected to cope with crisis under the same resource constraints and mandates that make up their normal routines, reinforced only through collaboration. The book introduces readers to how collaboration shapes societies' capacity to plan for, respond to, and recover from extreme and unscheduled events.</p> <p>Placing emphasis on five conceptual dimensions, this book teaches students how this panacea works out on the ground and in the boardrooms, and how insights on collaborative practices can shed light on the outcomes of complex inter-organizational challenges across cases derived from different problem areas, administrative cultures, and national systems.</p>

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