

THE EXTRA POINT

BY JERRY ROBERTS



528 You Can Thank the Coronavirus For This Opportunity

Is it possible that anything good could come from the Coronavirus scare? I'm Jerry Roberts and today, the opportunity that every employer has, if only they take advantage of it. That's next on The Extra Point.

The current Coronavirus, COVID-19, has now spread to 115 countries, with approximately 120,000 cases. About 60% have already recovered, and the recovery rate is about 97%. There are no cases reported in Guam and we'll talk about that in a moment.

COVID-19 is not close to the most deadly virus people have faced in recent years. We don't fully understand it yet and while concerns are certainly justified, scientists are encouraged by the speed of recovery in those afflicted.

As mentioned there are no cases reported in Guam. However, two people have been tested and one is in the hospital, awaiting the results. When the information was released social media lit up, as you would expect. People are on edge. We all need to exercise caution and restraint. Get the facts straight and avoid spreading rumors.

A further issue is that a lot of people get most or all of their news from social media, and a lot of it is unreliable. Yet, because much of it is a mixture of facts and fiction, people accept it as legitimate. Further, that "share" button works against us. We don't think twice about passing information in our social channels, never wondering about its authenticity.

If people were getting a steady stream of the straight news from journalists who routinely check their sources before hitting the "publish" button, maybe there wouldn't be panic buying that we've already seen. Try to find any hand sanitizer or rubbing alcohol in Guam.

So, what about this great opportunity for all employers?

When we get done today you can download Extra Point #528 at guamtraining.com and have a simple plan to help your workers cope with the Coronavirus news.

1. Task someone to compile legitimate news on the Coronavirus for your employees. This should be done each night and be available as your team starts the new day.
2. Schedule a short meeting before everybody launches into their work. The CEO, owner, or a senior manager can lead the discussion of what was learned and answer questions as best he/she can. Let people air out their worries. That alone will help.
3. Talk to your health insurance provider or go to cdc.gov, the site for the Center for Disease Control, to get information on how people can protect themselves and their families.

The impact will be that workers will begin to rely upon your information as a fundamental source of news on this issue and they'll spend less time with gossip and fake news. My guess is that most people will find this comforting. They'll appreciate that their employer thought enough of them to make sure they're getting the right information on a timely basis.

This virus will be in the news for a while and some days the news won't be so good. Take a leadership position on this matter and help your workers cope with something that's troubling and uncertain. They won't forget you did.

That's The Extra Point. Get out there and make something good happen today. For 93.3 and the Ray Gibson Show, I'm Jerry Roberts.

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