

BUILDING TRUST: IS YOUR COMPANY SUCCESSFULLY FOSTERING SOCIAL CAPITAL WITH YOUR EMPLOYEES?

MCKINSEY & COMPANY ARTICLE¹ REVIEW

Author: Teri Cohan Link

This article summary is a part of the Resilient Realism series authored by LINKCO. LINKCO is an Executive Search and Consultancy servicing top Middle Market CXO and upper management clients and candidates throughout the USA.



This is a summary of the McKinsey & Company recently published article: "COVID-19 and the employee experience: How leaders can seize the moment", by Jonathan Emmett, Gunnar Schrah, Matt Schrimper, and Alexandra Wood.

Has your company built your social capital with your employees during the Pandemic?

Here are some proactive steps your organization can take:

1. Build TRUST, make it:
 - a. Credible;
 - b. Feasible;
 - c. Sustainable;
 - d. Personal.
2. Connect Actions to purpose.
3. Segment to identify who is struggling and tailor approach using:
 - a. Open listening channels;
 - b. Surveys;
 - c. Advanced analytics.
4. Personalize fostering positive culture.

Contact LINKCO to learn more about the business challenges and opportunities we hear about every day in our conversations with Business leaders. LINKCO is proud to offer COVID risk solutions to assist our clients manage their business risk.

LINKCO helps our clients build highly talented, diverse, and powerfully resilient CXO and Upper Management teams ready to lead your future growth.

LINKCO | Teri@linkco.net | LINKCO.NET |

[1https://www.mckinsey.com/business-functions/organization/our-insights/covid-19-and-the-employee-experience-how-leaders-can-seize-the-moment](https://www.mckinsey.com/business-functions/organization/our-insights/covid-19-and-the-employee-experience-how-leaders-can-seize-the-moment)