

**BEST PRACTICES**



# **MANAGING A WORK FROM HOME TEAM**

*Workforce Insights by the Columbus Chamber of Commerce*

## **FOUR-PART WORK FROM HOME SERIES...**

**COLUMBUS**  
**CHAMBER**  
OF COMMERCE

The Columbus Chamber of Commerce is researching best practices to assist our members and the Central Ohio business community during these challenging times. Many organizations that have been deemed non-essential are still operating with teammates in remote locations and finding success by incorporating work from home (WFH) guidelines for their workers.

The Chamber has collected an extensive list of reliable and relevant resources regarding COVID-19.

Visit **Columbus.org** for more information.

# MAINTAIN CLIENT AND VENDOR RELATIONSHIPS WITH INFORMATION SHARING

Communication remains important with our external partners, just as with our internal team members.

"The vendors we have relationships with have been going smooth with a lot of communication. Anyone trying to be a new vendor at this point is put on hold unless they have an immediate solution to what we need, as we are still working on keeping things going **rather than trying to make additional big changes.**"

*Catherine Lang-Cline, Portfolio Creative*

**"We are sharing information with clients on a regular basis.** We have received great information from our vendors as the various Stay at Home orders have been issued as well as anticipated economic impact, etc. What hasn't been very helpful is every vendor sending form letters on how they are responding. It becomes information overload."

*Shawn Richard, Palmer-Donavin*

"We still expect exceptional client service. In these rapidly changing times, we are encouraging more communication via e-mail, video meetings and calls. More **frequent communication** is the key to making sure we meet expectations."

*Lori Kaiser, Kaiser Consulting*

**"Brand identity is still critical, if not more so now.** Having a customized background that shows your brand on virtual platforms does matter."

*Rachel Friedman, TENFOLD*

To continue to build your relationships during this crisis, consider re-tweeting and sharing posts from your vendors' social media platforms and find new ways to connect and interact in the virtual world.



**"Leveraging social media** can mean giving your audiences a behind the scenes look at the people behind your brand and our audiences seem to have fun with that. We've featured Ologie pets, home office configurations, and even curated a Spotify playlist of the music we are listening to (called "Ologie Quarantunes") that we are sharing on social."

*Dawn Marinacci, Ologie*