



CRF UPDATE:

CORONAVIRUS

The circumstances of the last few weeks have had an unprecedented impact on individuals, business and society as a whole. Whilst we are all uncertain as to the future, we have to make some decisions and assumptions about the Coronavirus epidemic and how CRF will continue to deliver value and support to our members, partners and broader network.

Our analysis is:

- It is highly likely that many businesses will be severely disrupted by current events. Cash shortages, people uncertainties, high fixed costs and a shrinking customer base are creating havoc.
- It's equally likely that the present circumstances will not pertain forever and eventually life will return to a more stable footing. When, however, is the unknown.
- Extended periods of company-wide remote working will not only impact organisational productivity and innovation but the psychological wellbeing of employees, who lose the social interaction the workplace offers.
- Businesses such as ours have flourished in normal times but we are certain that like everyone else, we are subject to an uncertain period. It is not business as usual.

With this in mind:

- We have needed to postpone events but will also adapt to deliver content and discussion through digital channels.
- We will experiment with new ideas and formats and will endeavour to provide a topical, helpful and practical service to our members.
- We will increase the volume of timely and relevant content, designed to support the HR function through this challenging time.
- We have seen an upturn in the number of questions from members looking for our support and guidance. We welcome these and encourage more. We have endeavoured to provide solutions to these based on our research, experience and unrivalled access to the perspectives of other members, partners and experts.
- We will continue to act as a link between members and, due to the travel and meeting restrictions imposed by Coronavirus, will look to promote an increased service in this regard so that you can continue to learn from the experiences of others.
- We will be refocussing and accelerating the implementation of our Organisation Development initiative. In the future organisations will need to rebuild, re-energise and refocus, and we want to provide tools and solutions to help members accomplish this.

During times of crisis being part of a community is important. It offers learning, sharing and discussions with others in order to find answers to collective challenges. We remain committed to providing that forum to you.

Please look out for our forthcoming communications regarding:

- the Spring Lecture on the 31st March. This will be delivered as a virtual event from IMD in the afternoon.
- our interactive digital session on Leadership in April.
- and our newsletter addressing topical issues.

We thank you for your ongoing support and look forward to speaking (and hopefully seeing) you before too long. Should you wish to contact us please do not hesitate to reach out to me (mike@crforum.co.uk), Richard Hargreaves, Commercial Director (richard@crforum.co.uk) or Melissa Bates, Membership Engagement Manager, (melissa@crforum.co.uk).

Best wishes

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