



"The art of communication is the language of leadership"
- James Humes

JOIN THE WORLD OF SOCIAL CEOs - PREPARE YOURSELF FOR THE FUTURE!

Dear CEOs,

2021 has barely begun yet it already offers plenty of new challenges, especially for CEOs. For almost a year the word "pandemic" has become an integral part of our everyday vocabulary. It is hard to imagine one day without it. The phrase "debt pandemic" was chosen as the financial phrase of the year in Switzerland. It clearly expresses how 2020 has moved and affected not only the financial sector but the whole world. "The pandemic caused by the coronavirus has changed everyday life all over the world to an unprecedented extent" (source: finews.ch).

COVID has changed the Financial Sector, the Workplace, and Us

In 2021 CEOs face new and more complicated concerns and challenges. Although OECD says that virus vaccines offer hope for global economic recovery, they warn that rebound from the pandemic's economic damage will be patchy and fragmented.

This uncertain economic outlook requires that you and your Management Team develop new plans and strategies to generate predictable growth for their organizations. Plans and change initiatives require strong, focused, and professional leadership.

Aligning business units and people during remote work or shift work continues to be a significant struggle. Motivating teams when they are separated by screens requires huge leadership capabilities. Getting everyone on the same page is hard and staying on the same page in the fast-paced business world is becoming even harder.

Corporate culture plays an important role in the success of a company. The culture guides how the employees of the company act, feel, and think. It is the psychological and social environment of an organization, and expresses the core values, ethics, behaviours, and beliefs of an organization. Successful execution means adjusting and strengthening the corporate culture.

Remote workers or shift work employees no longer have the ability to socialize with co-workers and must deal with a continuous inflow of communication, all alone. This causes mental hardship and stress. It is clear that building and maintaining a corporate culture will not be "a walk in the park."

Let's face it: many CEOs are feeling isolated during this crisis

Many CEOs themselves are feeling isolated during this crisis having little to no physical interaction with their teams. Not only are they tackling their own vulnerabilities and challenges, but they must also be empathetic towards their employees, particularly with the uncertainty around jobs, and general confusion about the pandemic.

Employee engagement and performance management are not easy to manage. They require the following 5 key essentials, which I recently published on finews.life.

Besides these tips, most importantly, **please do not forget to take care of yourself. Self-care is a critical component of everyone's health.** By exercising regularly, proper diet, meditation, and daily routines that keep you mentally and physically healthy, you are better equipped to manage the challenges they may face ahead.



Kind regards,
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BLOG



How to communicate as a leader during a crisis

With the corporate world in flux and the economy injured, company leaders and CEOs need to adapt their communication in order to motivate and engage their employees and create a nurturing ecosystem that gives a sense of belonging in this socially distant world. Whether it is employees or stakeholders, they all look to the CEO for guidance and leadership and with the right communications strategy, [Read more Blog \(executivepr.ch\)](https://executivepr.ch)

TOP SOCIAL CEOs OF THE MONTH



Each month we will select two Social CEOs impressing us with the practise of "Sociability."

 **Stephan Widrig** · 2nd
Chief Executive Officer bei Flughafen Zürich AG...
2d · 

Corona-Ausnahmestandard, nahender Lockdown, und trotzdem müssen wir auch an einem Schneetag wie heute einen reibungslosen Betrieb sicherstellen - danke unserem Winterdienst und allen, die an der Front im Einsatz stehen für den Flugbetrieb - ihr seid Top! Stellvertretend für viele heute im Einsatz beobachtet: Marco Cecchel in der Winterdienstzentrale, Urs Kempf als diensthabender Chef vor Ort, Roger Meier und Roland Koch im Hintergrund und viele erfahrene Mitarbeitende: eure Erfahrung und Einsatz ist sehr geschätzt!



CEO of the month Stephan Widrig

In times of crisis, the working atmosphere quickly becomes harsher. Superiors should praise and motivate employees in crisis. Mr. Widrig managed to do this very well in his current LinkedIn article.

 **Jérôme GILG** · 1st
CEO bei Manor AG
2d · Edited · 

Harter Schlag – we stay positive

Die Schliessung der Non-Food Läden ab nächsten Montag ist ein schwerer Schlag für Manor und für die meisten Schweizer non food Detailhändler.

Manor AG zusammen mit der Swiss Retail Federation empfohlen dem Bundesrat den Light Lockdown bis Ende Februar zu verlängern, da sich trotz geöffneter Läden die Fallzahlen seit Anfang Jahr günstig entwickelt haben.

Safe Shopping:
Wie schon mehrmals kommuniziert ist der #Detailhandel kein relevanter Infektionsherd für unsere Kund*innen und Mitarbeiter*innen (siehe Bild). Wir haben uns in der Pandemie stets angepasst, proaktiv eingebracht und die Schutzkonzepte vorbildlich umgesetzt. Die Enttäuschung bei unseren Teams ist gross, dass wir innerhalb von 10 Monaten zum 2. Mal unsere 58 Warenhäuser schliessen müssen.

Manor Food bleibt offen, manor.ch wächst kräftig :

CEO of the month Jérôme Gilg

The second lockdown has hit the retail industry hard. We like the authenticity of the statement "it will be tough, but we will remain positive." Employees need visionary and honest leadership. Especially in crisis.

OFFERINGS

ExecutivePR offers personal, comprehensive advice and strategies specifically for the unique needs of the Social CEO. Unlike other PR firms who produce communications focused on the shareholders, we offer extensive communications, as well as implementation plans geared towards the "Social CEO."

[Read more](#)



ExecutivePR.ch IN THE NEWS



January 2021 - finews.life

Have no illusions: 2021 will continue where 2020 left off. CEOs are especially challenged as they steer their companies through troubled waters, predominantly through digital media. Five tips on how to succeed.

[So wird ein CEO zum perfekten Chief Crisis Officer \(finews.ch\)](#)

NUMBERS OF THE MONTH: 50 & 3

Since 2012, the number of absences from work in Switzerland has increased by around 50 percent. In six out of ten cases, the cause is burnout or depression. (Source: AZ Media)

Burnout is the third most important cause of incapacity to work in Germany (Source: Statista Jan 2021)

QUOTE OF THE MONTH

"One of the secret benefits of using remote workers is that the work itself becomes the yardstick to judge someone's performance." - Jason Fried, Basecamp

Your feedback is important to me. Please feel free to write to me at Brigitte@executivepr.ch

