

# CORONAVIRUS BUSINESS TOOLKIT

As the world responds to pandemic, the most important role for you as a business owner or manager is to protect yourself, your employees, and your customers. You are in a leadership role to guide, direct, and reassure those who work for you and those who count on you for products or services.

A responsible, proactive approach will show your stakeholders that you understand the magnitude and the uncertainty of the current situation, and that goodwill, trust, and transparency are guiding your decisions.



The following information will help you contribute to a healthier work environment and position you as a responsible citizen in your community. The coronavirus outbreak is a dynamic situation with ever-changing impact. It is taking a tremendous toll on people of all countries, ethnicities, ages, and lifestyles. Whether coronavirus cases spiking across North America, your business will most likely be impacted by changes in buying habits, disruptions to supply chains, and more.

The Better Business Bureau® hopes this toolkit is helpful to you, and we will continue to strive to be a reliable source of information throughout this situation.



## Be part of the solution

There are ways for you and your business to be a part of the solution for your community. Consider highly visible, community-centric tactics to demonstrate your commitment.

Stay engaged by giving out free hand sanitizer and providing different service or delivery options for those impacted.



## Protect Your Employees and Your Customers

BBB is driven to help our Accredited Businesses manage the current situation in an informed and responsible manner. Encourage your employees to adhere to health guidelines to help control the spread of the disease. Communicate the defensive steps you are taking to safeguard the health of employees, customers, and the community.



## Build Confidence with employees

Take action! Involve your employees by strongly encouraging them to take defensive steps to safeguard their health. Stay informed through reliable and knowledgeable sources. Guide employees by keeping them up to date to prevent unnecessary panic or stress. Keep your workforce informed to show leadership and calm fears.



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Be Responsive

Tell the Truth

Safeguard Privacy

Be Transparent

Embody Integrity

Start With Trust®  
[BBB.org/coronavirus](https://www.bbb.org/coronavirus)