

## Hospitality Trainers Can Take the Lead on Coronavirus COVID-19 Response

Coronavirus COVID-19 may have us all in crisis mode, but we can have a plan. A thoughtful and proactive approach by hospitality trainers can help keep employees and customers safe. Here are steps you can take to help your organization contain the spread.

1. **Be a Leader.** Don't wait for someone to tell you what to do, be part of the solution. A calm and thoughtful approach can keep others engaged in improving the situation, rather than worrying about potential fallout.
2. **Get Educated.** Understand what Coronavirus COVID-19 is, how it spreads, and how to prevent it. [American Hotel & Lodging Educational Institute Fact Sheet](#)
3. **Train Employees.** Present the dangers without creating panic. You can set the tone for employees with an all-hands-on-deck approach to weather this storm as a team. Coronavirus COVID-19 can be curbed with the [right cleaning solutions](#) and sanitizing approach, making training employees in these efforts more important than ever.
4. **Get Back to Basics.** Good handwashing techniques are key, and renewing this focus for your staff is one of the most important steps you can take. *National Restaurant Association Handwashing [Info Sheet](#) and [Video](#)*
5. **Implement Handshake-Free Zones.** During cold and flu season, many companies are now promoting handshake-free zones to reduce the spread of germs.
6. **Recognize Behaviors.** Employee praise and recognition has been proven to increase productivity. Plus, it adds some fun to the situation when we celebrate the resilience of teams and human nature.
7. **Partner with Marketing.** Craft consistent messaging, and communicate to employees and customers that their safety and personal health is a top priority and part of your mission. Taking steps to assure the public that your trained employees are keeping their experience safe can help you emerge from this crisis as a stronger brand.
8. **Use Reputable Resources.** Government and industry agencies provide evolving information.
  - a. Start first with national and federal organizations such as: [Centers for Disease Control & Prevention](#), [World Health Organization](#), [Occupational Safety and Health Administration](#), [National Restaurant Association](#), [American Hotel & Lodging Association](#), [Hotel Association of Canada](#).
  - b. Local organizations have excellent resources too, such as [King County in Seattle, WA](#).
9. **Hone your Crisis Plan.** Once this crisis is past, take the time to make sure your Crisis Management Plan is up to snuff for everything from natural disasters, cyber security, active shooters, pandemics, and even social media fallout.
10. **Look to Your Peers.** We have a wealth of information within CHART. Post a question on [Ask My Peers](#) to find out what others are doing. Get inspired by previously-posted crisis topics on the CHART Member Blogs:

[5 WAYS TO BETTER PREPARE FOR A DISASTER](#)

LEADERSHIP LESSONS FROM THE EYE OF THE STORM [BLOG](#) & [WEBINAR](#)

[NATURAL DISASTERS DON'T PLAN AHEAD, BUT YOU CAN](#)