

PRODUCTIVE THINGS BUSINESS LEADERS CAN DO DURING UNCERTAIN TIMES

AN OFFICIAL CLIENT UPDATE OF PT HEADHUNTER INDONESIA



Entering the ninth week of physical distancing compulsory work from home policy for almost all companies in Indonesia (outside of the 11 sectors who have a special exception from the government), we are probably bombarded with all the news about how bad this COVID-19 pandemic affecting almost every aspect of human lives.

As a business leader, on top of thinking about how to keep your business stay afloat, you also need to adapt to the new normal, how it would affect your company's products or services after this pandemic ends, and also create a new business strategy to ensure your company would rebound and make it an even better business organization compared to the situation before the pandemic.

The uncertain situation, which involves both complexity and the ability to adapt, would require leaders to lead and manage effectively. The best leaders navigate through the storm swiftly, cost-cutting for efficiency in the right way, energizing all team members and/or employees, and thinking about creative ways to keep the company running by optimizing all available resources left in their disposal.

Regardless of all the negativities and all the ambiguities surrounding the social-economic situation in the next few months, we've suggested that business leaders consider doing the following productive things during these tough times:

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Build A Transparent Two-Way Communication with All of Your Employees

Now is the best time to reach out to all of your employees over the phone or video calls. Ask them how they're doing and how you can help. Then do whatever you can to get them what they need, even if it has nothing to do with work. It will build and increase mutual trust in the long-term.

"**Servant leaders**" view their key role as serving employees as they explore and grow, providing tangible and emotional support along the way. Research shows that they create greater engagement and help employees bring more of themselves to work, created an environment in which people were collectively motivated to contribute to their shared success.

Restructuring Your Core Team Members Might Be An Absolute Necessity

If you need to re-evaluate the headcounts of your company and came to realize that you need to layoff some of them, most business leaders do it the wrong way, since they just make a decision based on either how much money the company can save, and/or the number of people.

If you have to layoff some of your people, consider to cut those who are in the **highly disengaged and low performer** bracket first. Second, you need to decide whether you want to cut either those who are on the **highly disengaged and high performer** bracket, or **engaged and low performer** bracket.

You need to evaluate each one of them based on their overall individual assessment during their entire work period in the company.

Invest in Self-Development for You and Your New Core Team Members

Once you have restructured your core team with engaged and high performer individuals, you might need outside help to encourage them to embrace the new corporate culture.

Investing in coaching sessions to ensure they are getting more engaged with the company (and its vision) would be necessity to ensure they would turn into positive contributors in this uncertain times.

The least thing you want is surrounded yourself with engaged team members who wait for your instructions on what to do next. You want to empower them so they could think and act like they were the owners of your company. Nurture that strong sense of belonging in the middle of the crisis situation would benefit everyone where the company is currently in survival mode.

Conclusion

In the end, all of us are full of hope that COVID-19 pandemic crisis will pass, not only in Indonesia, but globally. Nevertheless, business leaders need to adapt their management style to embrace the new normal. What was normal just three months ago, in some cases, quickly became irrelevant nowadays.

For an obvious reason, there will be painful losses because of this crisis, professionally and personally. Most people would probably need some time to grieve and heal emotionally. But I always believe, reflecting on my own experience in managing PT Headhunter Indonesia since WHO declared COVID-19 as the pandemic, your job will become much easier when you have the trust and full support of your team members.

Collectively, as a company, we always believe that we will be better together, stronger together, and we will go through this tough times together.

You can have that advantage as well. After all, your biggest asset in business will always be your people.

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