



Covid-19 Open for Business! Are you Good to Go?

Dina Holland
Business Owner



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Housekeeping Details



10.00 – 10.50 am. Break for 10 mins

11.00 - 12.00 pm (Q & A's ask as we go)

Today's Meeting



☐ There are no stupid questions!

☐ If you are not sure – just ask

☐ If you don't know – you don't know

☐ We are all here to help each other



1 – 2 - 1 Consultations

In person or Virtual Meetings/Live Streaming



Workshop Delivery

In person or Virtual Meetings/Live Streaming

Customer/Audiences/Visitor & People Focused Skills are our expertise

- **Customer Services & Customer Care - [Customers/Audience/Visitors]**
- **Communication Skills**
- **Growing your Sales & Marketing**
- **Digital Marketing**
- **Leadership & Management**
- **Employing Staff**
- **Well-Being & Personal Development**
- **Teamwork**
- **Being your Own Boss**
- **Retailing**



Covid-19 Open for Business! Are you Good to Go?

Agenda



peakinsight
business insight, training and support

- Open for Business! Are you ready?
- Changing behaviour as a result of Covid-19
- How will your customers/visitors/audience be feeling?
- Doing a great job - Resilience in the workplace?
- Meet and Greet – What are the key areas to focus on?
- Empathy– The Do's and Don'ts/Changing behaviour
- The importance of having a clear plan –What are your objectives?
- Action plans



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In addition to the today's meeting

Contents

- 2 Resilience – Taking care of yourself at work – Website link
- 2 Resilience – Taking care of your staff at work – Website link
- 3 Mental Health wellbeing NHS – Website link
- 3 Mental Health NHS at work – Website link
- 4 DCMS Museums and Galleries Sector Coronavirus bulletin 10th May 21 Link
- 4 New venue alert NHS – Website link
- 4 Why should I check into a venue using the NHS App – Website Link
- 5 Hospitality check in guidelines NHS – Website Links
- 6 Seven ways you can apply empathy today
- 9 Empathy – Listen skills tips





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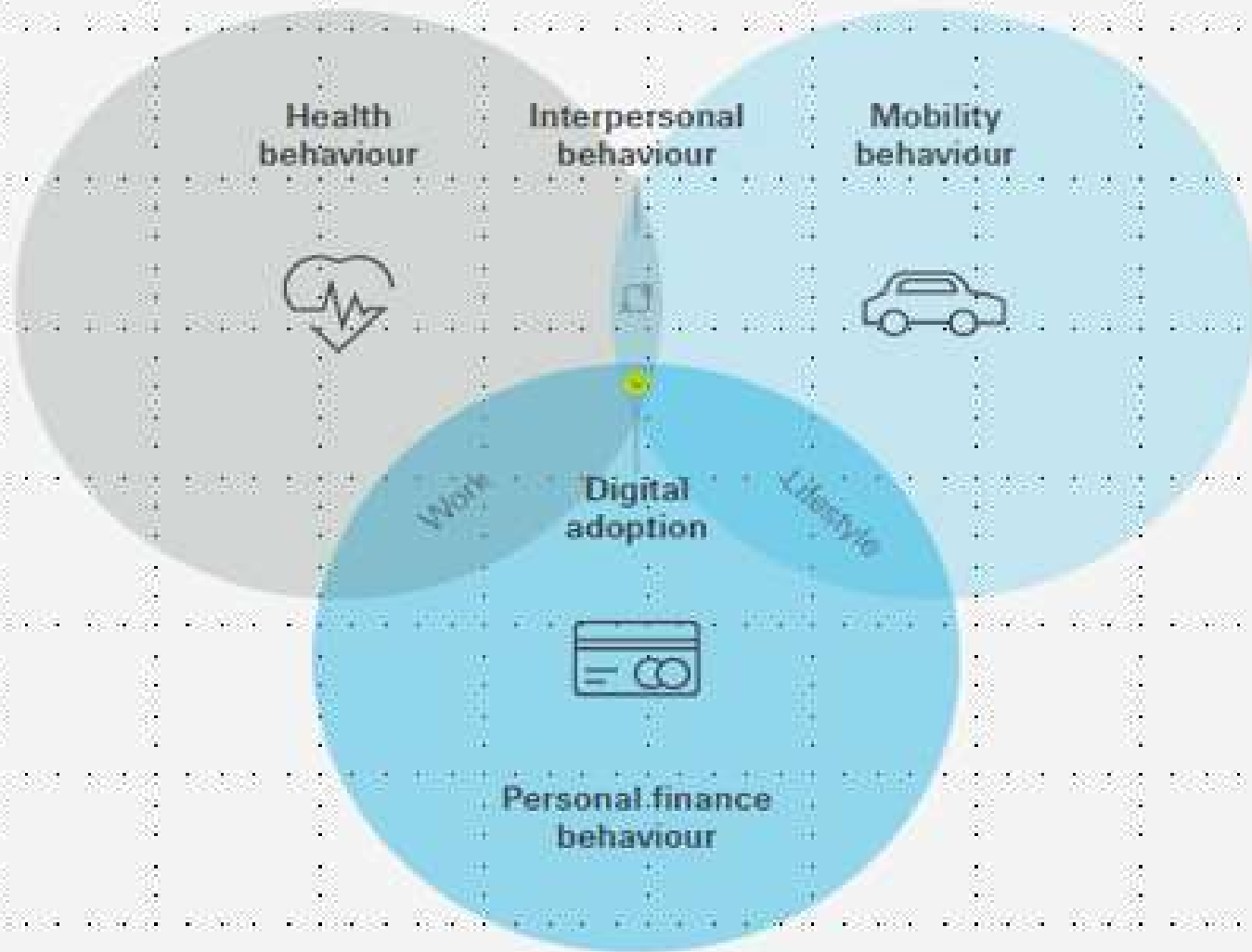


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COVID-19 Changes in Consumer behaviour



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How might your Customers/Visitors/Audience be feeling right now?



COVID-19 Consumer Profiling Report

Profiling Report 6 (Combining Waves 22-25)

10th March 2021

U.K. Results



Cautious but Content



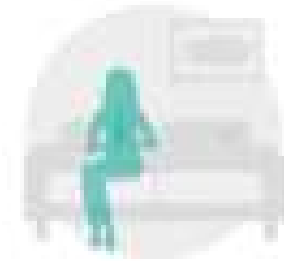
The most concerned about catching COVID-19, but generally settled and content with a restrained life-style. Risk, luxury, overnight travel and high-end aspirations do not feature for these steady-state individuals. They will not return to travel until it's absolutely safe to do so.

Currently Constrained



Worry about catching COVID-19 has brought a temporary halt to trip-taking for these financially confident and ambitious early adopters. They are unlikely to travel until the risk of catching COVID-19 has been significantly reduced.

Struggling



Hit hard by COVID-19, active decisions about financial risk or aspirational spending are a luxury that they cannot afford – the funds simply aren't available. They are also more concerned than average about catching COVID-19.

Protective but Pragmatic



Characterised by 'everything in moderation' across spending, finances and leisure time; an approach that reflects their attitude to COVID-19 and the need to balance the health of the nation with the health of the economy. Will only travel if they feel it is responsible to do so.

Less to Lose



Spontaneous and optimistic for the future, even though their current circumstances are fairly limiting. They believe that we should learn to live with COVID-19. Fewer barriers to domestic travel than other segments, but financial constraints may limit the scope of their spend.

Life Goes On



Protecting the economy should now be the focus for these well-off individuals who are willing to 'speculate to accumulate' and pay a premium for top notch experiences. The risks of the COVID-19 virus have been overstated in their estimation. The main barrier to travel is lack of things to do on their trip – they are not particularly concerned about catching the virus

To do a good job you need. . .

- Knowledge
- Skill
- Will (The right attitude)



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Building Resilience



Objectives:

- Understand the meaning of resilience for getting us ready to get back to work
- Explore strategies on how to develop resilience for you and your team
- Learn techniques for coping mechanisms and how to look after our well-being in our team

Resilience - What is it?



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Resilience

Resilience is defined as how one “deals effectively with pressure, ambiguous and emerging conditions, and multiple tasks; remains optimistic and persistent, even under adversity or uncertainty. Recovers quickly from setbacks. Anticipates changes and learns from mistakes.”

Resiliency is the ability to function really well in the face of adversity.



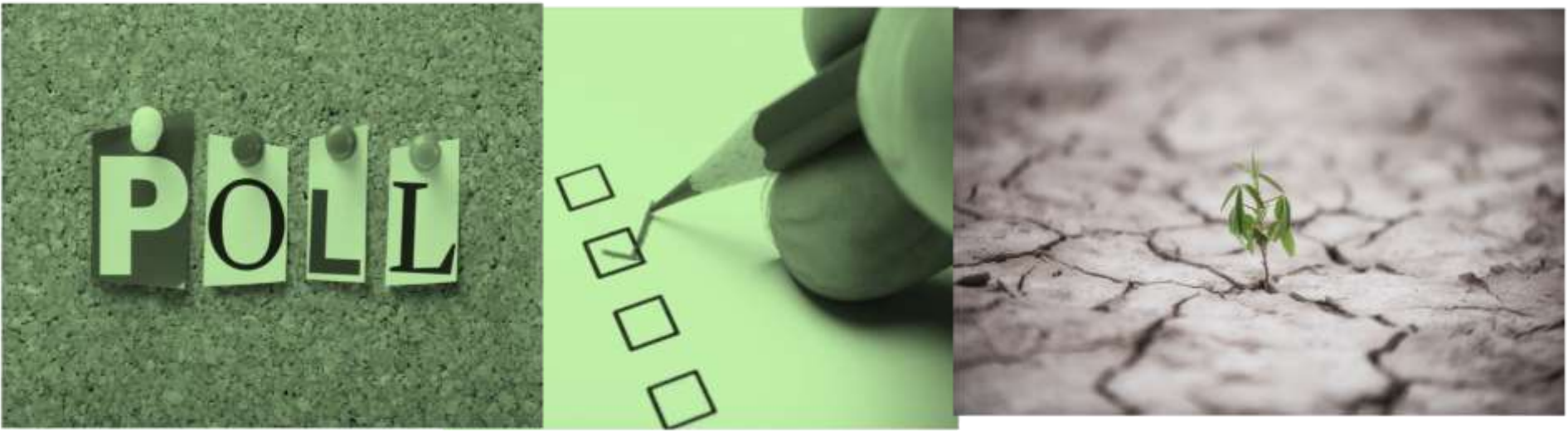
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Poll 1

How resilient are you feeling?



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Resilience

When could being resilient,
be useful to you in the
workplace?



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Resilience

When could being resilient,
be useful to you in the
workplace?



- Overcoming Interpersonal Challenges/relationships
- Helps in managing emotions
- Guards against burnout
- Helps coping with work related stress
- Improves sleep habits and energy levels
- Helps remaining calm when dealing with difficult people
- Helps improve Communication Skills
- Taking on New Challenges

The four parts or pillars of Resilience



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The four parts or pillars of Resilience



- Composure
- Support
- Confidence
- Optimism



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Breakout Rooms

Laura will place you in a room with 2 or 3 other attendees.

Please discuss the following topic . .

QUESTION

List at least 4 ways you can improve your:

*Room 1: Composure
Support*

*Room 2: Confidence
Optimism*



Don't press Leave when you are in the rooms

One person to feed back to the main group a summary please

The four parts or pillars of Resilience

Composure



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The four parts or pillars of Resilience



Composure

- Leave the room
- Count to ten
- Deep breathing
- Go for a walk/exercise
- Listen to relaxing or calming music
- Practice mindfulness
- Watch something funny
- Write down 3 things you are grateful for
- Talk to someone you trust
- Light a candle or a diffuse essential oils
- Yoga
- Write down how you are feeling

The four parts or pillars of Resilience

Support



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The four parts or pillars of Resilience



Support

- Encourage openness
- Encourage sharing
- Ask for feedback
- Give feedback when asked or if you are a line manager make sure you give it sensitively
- Create a WhatsApp group
- Ask a friend or family member
- Check with the team regularly
- Establish new ways of working
- Use technology to keep in touch
- [Mental Health at Work Covid Support](#)
- Watch out for non verbal signs

The four parts or pillars of Resilience

Confidence



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The four parts or pillars of Resilience



Confidence

- Attend professional development training.
- Learn new skills.
- Dress for success.
- Leave your comfort zone.
- Emulate confident peers.
- Set goals for yourself.
- Focus on your strengths.
- Learn from your mistakes.
- Eliminate negative language.
- Ask questions.

The four parts or pillars of Resilience

Optimism



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The four parts or pillars of Resilience



Optimism

- Surround yourself with **positive** people. ...
- Fill your mind with **positive** input. ...
- Control your language. ...
- Create a routine for the day.
- Take breaks
- Live in the moment
- **Be nice to** other people. ...
- Don't rely on an outside source of positivity. ...
- Create high points in each day and week. ...
- Assume responsibility, and choose your response.
- Stop complaining

Quote:

**“ Whether you
believe you can, or
whether you believe
you can’t . . .
You are right!”**



Henry Ford was the founder of the Ford Motor Company and chief developer of the assembly line technique of mass production. 1863 – 1947

Wikipedia

Meet and
Greet



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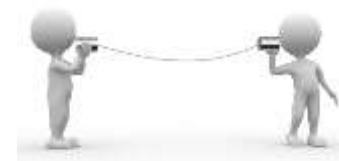


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How we communicate



Verbal – What you say (7%)

- Choice of words
- Sentence construction
- Vocabulary
- Slang
- Jargon
- Acronyms



Vocal – How you say it (38%)

- Pronunciation
- Intonation
- Accent
- Pitch & Tone
- Volume
- Speed
- Emphasis



Non-Verbal – How you present yourself (55%)

- Facial expression
- Eye contact
- Gestures
- Body language
- Posture
- Personal space
- Grooming

Breakout Rooms

Laura will place you in a room with 2 or 3 other attendees.

Please discuss the following topic . .

Meet and Greet

Please list as many ways you can think of to make your guests feel safe and welcomed – Do's and Don't

Room 1: Verbally

Room 2: Vocally

Room 3: Non-Verbally

One person to feed back to the main group a summary please



Don't press Leave when you are in the rooms

Meet and Greet

Please list as many ways you can think of to make your guests feel safe and welcomed

Verbally

Vocally

Non-Verbally



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Meet and Greet

Please list as many ways you can think of to make your guests feel safe and welcomed

Verbally

Hello/Hiya/Welcome/Lovely to see you today

Good Morning/Good Afternoon

How are you today?

Please ask if you need anything at all

Have you been to visit us before?

Let me show you where to go

Have you got your mask with you?

We can provide one if you need?

There is clear signage for our one way system, but please ask if you need anything

Please use the sanitiser on the way in and the way out, thank you so much

Repeat back to them there question/comments to show you are listening

Meet and Greet

Please list as many ways you can think of to make your guests feel safe and welcomed

Vocally

Speak clearly

Speak loudly if you need to

Repeat yourself if you need to

Use encouraging tones

Have a smile in your voice

Be enthusiastic and have energy in your voice

Be careful not to display any negative language/implication with your words

Emphasis on the right words to make the message a positive one

Meet and Greet

Please list as many ways you can think of to make your guests feel safe and welcomed

Non- Verbally

Smile with your eyes

Use your arms to direct

Keep your distance and emphasis positively with movement, if they are not

Show you are listening with nodding head

Avoid frowning or raising your eyebrows

Don't stare – have comfortable eye contact

Stand or sit up straight – show confidence

Walk with confidence

Point with your arms and hands with confidence

Empathic Service with care



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Smiling with your eyes!!



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Pause (k)



0:00 / 3:11



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Dealing with difficult situations



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Top tips for dealing with difficult situations

- Be proactive about your new policies and expectations - Clarity is key.
- Practice transparent and empathetic communication - Clear, empathetic communication is perhaps one of the best ways to mitigate conflict and appease a customer.
- De-escalate the situation - If a customer still won't comply, apologize for the inconvenience and refer to the company policy as your reason behind your request.
- Suggest alternative solutions for the customer - Arming your staff with several possible solutions is a great way to achieve conflict resolution.
- Always be thinking of the next step to improve your customer experience

Top tips for dealing with difficult situations

- Know your limits - Although you may have the best intentions of supporting your customers and providing exceptional customer service, you won't please everyone. Ask for support if you need it.
- Calm yourself first - If you're angry or offended, it will be hard for you to de-escalate the situation.
- Decide not to take it personally - Remember you've probably gotten overly upset yourself once or twice.
- Think of this as an opportunity to communicate better rather than a conflict.
- keep your voice low in pitch - Keep your voice at a low volume also.
- Avoid words like "can't" and "but" and "no" because people tend to tune out after hearing those. Avoid a phrase like, "I can't help
- Always show understanding and empathy and demonstrate it both with non-verbal and vocal re-enforcement.



Poll 2

Select all of the areas you have currently in place




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Strengths What do you do well? What unique resources can you draw on? What do others see as your strengths?	Weaknesses What could you improve? Where do you have fewer resources than others? What are others likely to see as weaknesses?
<h1 style="text-align: center; color: green;">S.W.O.T Analysis</h1>	
Opportunities What opportunities are open to you? What trends could you take advantage of? How can you turn your strengths into opportunities?	Threats What threats could harm you? What is your competition doing? What threats do your weaknesses expose to you?
	



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Simple Action Plans



Action Plan				
Date				
Item	What	How	by Whom	By When



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S.M.A.R.T. Simple Action Plans



S	M	A	R	T
<u>Specific</u>	<u>Measurable</u>	<u>Achievable</u>	<u>Relevant</u>	<u>Time-bound</u>
<ul style="list-style-type: none">- State what you'll do- Use action words	<ul style="list-style-type: none">- Provide a way to evaluate- Use metrics or data targets	<ul style="list-style-type: none">- Within your scope- Possible to accomplish, attainable	<ul style="list-style-type: none">- Makes sense within your job function- Improves the business in some way	<ul style="list-style-type: none">- State when you'll get it done- Be specific on date or timeframe



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In Summary

- Focus on the Meet and Greet
- Be resilient and help others
- Understand the importance of non-verbal, vocal and the words you use
- Smile with your eyes
- Be the host – its your party and everyone wants to feel safe, enjoy and recommend you and your business/organisation
- Keep up to date with government policies
- Support and care for each other
- Keep planning, doing and reviewing your goals and achievements



Any questions?

Trainer name: Dina Holland

Business Owner at Peak Insight

 dina@peakinsight.co.uk

Workshop Feedback

Please fill out the feedback

Thank you



Contact information

For information and queries contact our Heritage
Tourism Officer – Laura Simpson

Email: laura.simpson@nottscc.gov.uk

Phone: NCC Customer Service Centre

0300 500 80 80 - Monday to Friday: 8am 6pm

(Calls cost 3p a minute from a BT landline. Mobile costs
may vary).

Website: www.miner2major.org.uk