

"C's" The Day - Communicating, Calibrating & Collaborating

by Meghan Steinberg, www.SteinbergHR.com

This summer will be one to remember. We are nearly halfway through the year, trying our hardest to project out what life will be like, personally and professionally. Since COVID-19 has commenced every week has been so drastically different, whether it be the focus, worry, or triumph.

Employees in any organization will always be number one, the most important asset. Behind every service or product, there is a human. Now more than ever leaders are preserving and nurturing the workforce by keeping their people safe and communicating the how and why. Pre-COVID-19 many HR professionals and organizations were discovering the importance of their employees bringing their whole self to work; now, more than ever, this is happening. Managers and leaders need to lead with effective communication, swift problem solving, and evident business acumen.

The landscape of the workforce, operation, and the team is changing, each industry and in each profession. It is critical more now than ever to "Cs" the Day by:

1. Communicating
2. Calibrating
3. Collaborating

COMMUNICATING

- Communicate consistently; provide a high-level overview along with a high touch conversation and get right into the weeds. People want to see and hear what is being done more now than ever, to know how this fits into their comfortability and life situation.



- Create a list of communication styles, pre-COVID, and post-COVID; ask how, when, what, and why.
- Tweak the approach based on your workforce and current landscape.
- Meeting your employees where they are is most important to get a true understanding of the most effective approach.
- Create and disseminate an FAQ, timeline of plan, expectations.
- Understand what type of communication you will be using, Slack, Teams, Zoom, in-person, telephone, etc.
- Identify one spokesperson on written communication.
- Create a calendar and schedule for the phasing. Break it into appropriate stages, so it is simple and straight forward to understand.
- Ensure customers, vendors, partners, and guests know the organization's plan and standards. Whether that is through video, newsletter, email, pictures, or telephone calls. Communicate how you are keeping them safe and what YOUR standard is.
- Create training and educational segments; assume nothing.
- In addition to written and verbal communication styles, use visuals, posters. It will help to reinforce the message and standards.
- Be honest, courageous, and empathetic in delivery.

CALIBRATING

- Because these times are so uncertain, it is critical to be nimble; fine-tuning along the way will be needed.
- Hold weekly huddles to understand what went well and what needs to be changed from based on the prior week.
- Review the future phases and changes on the horizon.
- Survey and poll your employees and customers, patients, guests about their experience.

[Continued on page 10...]

From the desk of



I'm happy to say that things are starting to feel a "little normal" now that our team is back in the office!

Not totally normal, though. We've made changes to the office, to our meetings and on-site services.

Pam and I have worked in the office throughout the quarantine; it was lonely and some days felt very long! Before having the team back, we removed tables in the lobby, conference room and tech room to allow social distancing. We had ServiceMaster South Shore clean the office from top to bottom and they did a great job!

We also had a Zoom meeting with Dr. Lisa Kane of Dental Office Compliance (Doc4NE.com) who gave us a lesson in the correct way to wear and take off a mask and gloves. She also discussed social distancing, handwashing, and infection control.

Our ACTSmart Safe Workplace starts with a temperature check and hand washing when we come in the building.

We use the conference room for our morning huddle and 2 "stand up" meetings; it allows social distancing and everyone has an assigned seat.

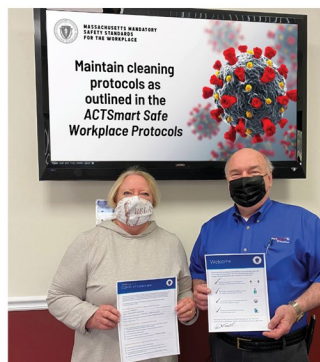
Some things that feel strange: we don't eat together so May's monthly team meeting felt weird as everyone ate at their desks. And, we don't linger in the break room to ask "How was your weekend?" as we wait to make coffee.

We no longer have outside groups using our conference room and Pam has stopped baking; she really misses that.

We have a new protocol for on-site visits because the safety and health of our team – and yours – are critical. Our techs now wear masks and gloves while on-site and they change their gloves between devices so there is no cross-contamination. You can see our new policy at www.ACTSmartIT.com/onsite

Overall, we are happy to be back together again, we feel safe, and we are all healthy. As we move through the Phases towards the "New Normal" we are committed to helping our clients and community weather this unexpected challenge.

Stay healthy & safe!
- David



YOU MAY HAVE MISSED THIS...

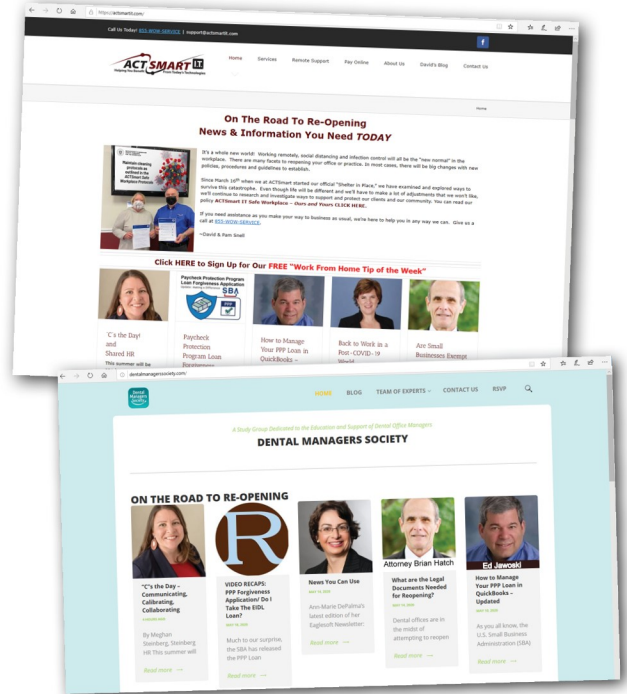
Whether you have been Sheltering in Place, working remotely or working as always, you may have missed some of the vital information that you have had available to you!

Here are some of the topics you can find on our [ACTSmartIT.com](https://www.ACTSmartIT.com) website:

- Are Small Businesses Exempt from Caregiver Leave Under the FFCRA? By Attorney Brian Hatch
- Create Your Own Remote Work Agreement and Guidelines – from ACTSmart
- Posters And Reports Resources
- “C”s the Day – Communicating, Calibrating, Collaborating by Meghan Steinberg, Steinberg HR
- Paycheck Protection Program Loan Forgiveness Application
- Paycheck Protection - How to Manage Your PPP Loan in QuickBooks – Updated!
- Back to Work in a Post-COVID-19 World - By Dr. Lisa Kane

Never miss a post - like us on Facebook (<https://www.Facebook.com/ACTSmart>) to get information on ACTSmart IT and other knowledgeable resources.

- David's weekly radio spot on 95.9 WATD
- Scams, IT Tips and Fun Information
- ACTSmart IT Safe Workplace – ours and yours!



Know someone who needs the information found in our newsletters? Go to [ACTSmartIT.com/newsletters](https://www.ACTSmartIT.com/newsletters) and sign up

DENTAL & MEDICAL PRACTICES

We are an excellent resource! Visit [DentalManagersSociety.com](https://www.DentalManagersSociety.com) for information to help you run your practice!

- VIDEO RECAPS: PPP Forgiveness Application/ Do I Take The EIDL Loan? by Rosen & Associates, CPAs
- What are the legal documents needed to reopening? By Attorney Brian Hatch
- COVID-19: To apply or wait? The Decision every Doctor is making by Rosen & Associates, CPAs
- Major insurers issue new policies regarding teledentistry by Attorney Brian Hatch
- The Families First Coronavirus Response Act by Cindy Cushman, HR2Fit
- SBA Loans: What do I do? By Rosen & Associates, CPAs

DENTAL MANAGERS ZOOM MEETINGS:

We used to host the Dental Managers Society monthly meetings here in our offices. Now, we host their meetings using a Secure Zoom connection. We have a Team of Experts that answer Practice Managers questions along with their advice and wisdom.

What's been shared in recent meetings and email blasts?

- Meghan Steinberg's Organized Phasing Back to the Workplace
- COVID-19: Payroll Credits and Form 7200 from Rosen & Associates, CPAs
- Massachusetts Job Sharing Information
- Patient Screening Questionnaire
- Source for face shields
- Product info on high volume suction

If you aren't getting the DMS emails, email Pam@ACTSmartIT.com and we'll get you on the list.

Luxafor Flag = Sanity at Home?

From MJ Shoer's blog: <https://www.mjshoer.com/post/luxafor-flag-sanity-home>



One of the real challenges with so many people working at home is maintaining the balance between home life and work life. We've all seen it, a child, pet or other family member suddenly busts into the scene of a virtual business meeting. Sometimes it's cute, sometimes it's funny,

perhaps even embarrassing and other times it may be aggravating.

For those who have had home offices in place, this may not be as much of an issue. For many who have recently found themselves working from home for the first time, it can be a big issue. You may have had to take over the dining room or some other shared space in the house. In these cases, it can be difficult for others to know when it's safe to talk to you and when it's not. More importantly, when it's safe to invade your space and when it's not, because they will find themselves on video for all your colleagues to see.

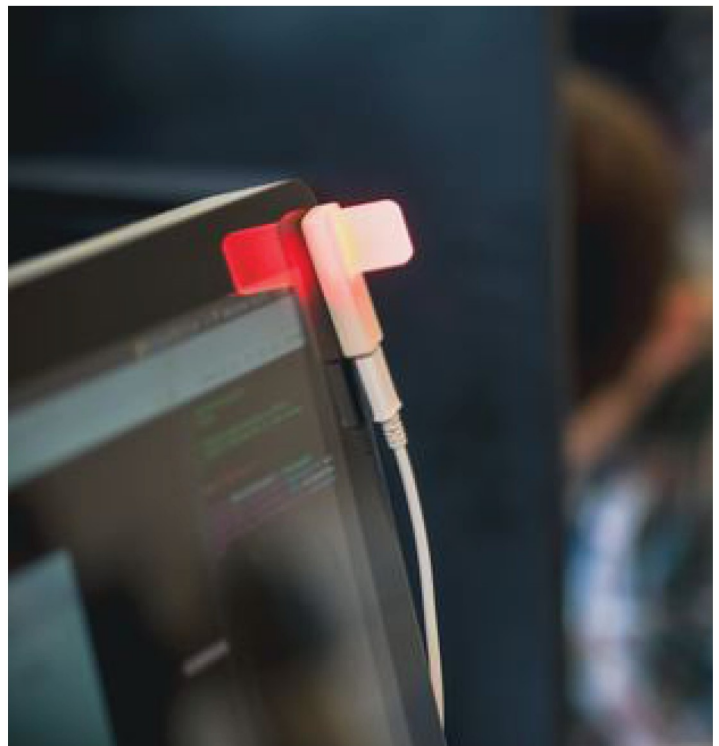
The Luxafor Flag is a smart, inexpensive solution to this. The Luxafor Flag is an LED flag that plugs in to your computer via USB and will show others your status. For example, if the flag is green, it's safe to approach you or come into the area where you are working. If it's red, you're busy and don't want to be disturbed. My rule has always been that if my flag is red, I only want to be interrupted if someone is bleeding or we're about to lose a client. You can obviously come up with your own criteria

Another great thing about the Luxafor Flag is that it integrates with popular presence software like Microsoft Teams. When you integrate it with Teams, when your Teams status is busy, like when you are in a scheduled meeting, the flag will automatically turn red at the time the meeting starts and back to green when the meeting is done. You can also assign keyboard shortcuts to change your flag's colors. I mostly use mine integrated with Teams, but I also have keyboard shortcuts set to quickly change my status. Ctrl-G changes it to Green. Ctrl-R changes it to

Red. Ctrl-B changes it to Blue and Ctrl-O turns it off.

My family knows that if my Luxafor Flag is Green, that means it's OK to come into my office and you can talk to me, make noise or just come get something off the printer. If it's red, I'm on a call or video meeting and they should not come in. If it's Blue, that means I'm on a call, but on mute, so they can come in and talk to me or just get something if they need to without risk of being seen or heard. It's simple and it works really well. At around \$30, the Luxafor Flag is a great addition to help you work from home without worrying about untimely interruptions. There is even a bluetooth version that you can place outside your office door, for example, if that may be a better solution for you. It's more expensive, but serves a purpose.

For me, the Luxafor Flag is a great tool, especially for working from home or in a busy office environment to help manage interruptions. I'm also partial to it because the company is based in Riga, Latvia, the home of my paternal grandmother.



Organize Your Space And Time To Be More Productive

by Lisa Dooley, Organizing Coach, <https://YourOrganizedLife.biz>



By now, many of us are settled into the “new normal”, THE AFTER that we really weren’t prepared for. Many employees are now #workingfromhome, social distancing, possibly caring for and schooling children and trying to stay mentally well and positive. That’s a tall order, especially for someone new to working from home. Whether your

greatest challenge is remote work, being home with children around the clock, or both, being organized can help. As an organizing and productivity professional, I’m sharing some tips on how to use your space and time most effectively for the short and long term. Being organized isn’t fancy boxes and bins and complicated systems. It’s finding my stuff when I need it so I have the time to do the things I really want and need to do.

- Keep a schedule.** It’s tempting to disrupt and drastically change schedules when things are in flux because so many commitments are off. While having flexibility to loosen a very regimented schedule is a plus, stick to a regular schedule as much as possible. It’s easy for the day to get away from you and you end up feeling unproductive and even more stressed.
- Routines work for a reason.** Like keeping to a schedule, try to stick to your routine as much as possible for consistency. Stick with your morning ritual of meditation, workout (so many streaming options!), journaling, etc before you launch into the day. Remember, this too shall pass and a routine will make it easier to get back into the flow in the long term.
- Eat as healthfully as possible.** Eat your meals at roughly the same time as you did before. Yes, an earlier dinner hour is great but be cautious of a long evening stretch that results in snacking. Make extras if possible for leftovers and make multiple salads at a time – they’ll keep in the fridge for days and you’ll have a healthy option easily available. It seems obvious to say but...avoid mindless snacking. Again, keep to your regular schedule and routine as much as possible so that boredom doesn’t undo healthy habits. Or, conversely, if you were NOT a healthy eater prior to being home full time, go slowly and mindfully. Pick the healthiest choices available and remind yourself that your Starbucks Frappuccino and bagel fix, while delicious, was also full of calories...
- Get dressed every day.** Oh, this is a tough one for me! It’s tempting to spend our day in yoga pants and sweatshirts because unless we have a video call, who the heck is seeing us anyway? But getting dressed is just as much about our mental wellbeing as our physical appearance. If all you can muster is clean sweatpants and stretchy top, at least it’s better than spending a workday in your pajamas. Pajama Day was for elementary school for a reason.
- Create a workspace.** Working in front of the tv or on your bed is not ideal. Even if you have to cordon off a section of your kitchen counter or dining room table, commit to that space. Make sure you have your chargers in that space and good lighting. For a good video call, you need bright lighting, ideally with a wall behind you. Keep your work files and papers there and only there. Spreading out throughout your personal space – even if you have the room – is not ideal. Think of this as a really great commute to your “office”.
- Clear your cookies and browsing history to speed up your processing time.** You have to be your own IT department right now. Clean up your system so it runs optimally. Also, to keep your wifi at critical speed, take anything offline you’re not using. Gaming systems and other devices, even when inactive, are also on the wifi.
- Prioritize and chunk out your work.** Like sticking to a schedule, prioritizing and chunking out your work projects makes you most efficient. Set the timer on your phone for 50 minutes (the optimal “focus” time) and bang out a task (responding to emails, writing a report, making calls). At the same time, set your student up with corresponding “classroom” time if age-appropriate. When the timer goes off, take a quick stretch break and then pick another task and reset the timer.
- Write a “to do” list.** This seems simple but it’s amazing how things get away from us when we feel we have so much time to complete tasks. Pick your top priorities, 1 or 2 is good, and be sure those get done. Right now it might be helpful to create separate lists for personal (call Grandma to check in), business (complete month-end numbers) or home-related (order more diapers on Amazon). By focusing on the most critical tasks, we’re likely to get them done, feel accomplished and able to move on to other tasks.
- Be kind to yourself and others.** This situation is, well, unsettling and stressful. We’ve never experienced something like a pandemic so we’re all in uncharted waters. Lead with an open heart and mind when you feel that you or others have fallen short. Kindness matters, especially right now.
- Ask for help when you need it.** Now is NOT the time to “go it alone” or feel that you have to be super-human and soldier on. NOW really is the time to ask for help when you need it. We might not be able to come over and babysit the kids so you can work (#socialdistancing) but we can suggest some fun and educational websites, lend an ear and heart, send a funny meme, and be in this together (at least virtually...).

Call Lisa at 617-240-7451 to start your organized life today!

Small Business: Tax Consequences of Crowdfunding

by CPA Site Solutions (cpasitesolutions.com)

With the onset of the coronavirus pandemic, crowdfunding websites such as Kickstarter and GoFundMe have become an increasingly popular way for small business owners to stay afloat. The upside is that it's often possible to raise the cash you need; the downside is that the IRS considers that money taxable income. Let's take a closer look at how crowdfunding works and how it could affect your tax situation.

WHAT IS CROWDFUNDING?

Crowdfunding is the practice of funding a project by gathering online contributions from a large group of backers. It was initially used by musicians, filmmakers, and other creative types to raise small sums of money for projects that were unlikely to turn a profit. More recently, it has been used to fund projects, events, and products, and in some cases, has become an alternative to venture capital. With the onset of coronavirus, however, small business owners have turned to crowdfunding to raise cash to continue operating their business.

There are three types of crowdfunding: donation-based, reward-based, and equity-based. Donation-based crowdfunding is when people donate to a cause, project, or event. GoFundMe is the most well-known example of donation-based crowdfunding with pages typically set up by a friend or family member ("the agent") such as to help someone ("the beneficiary") pay for medical expenses, tuition, or natural disaster recovery.

Reward-based crowdfunding involves an exchange of goods and services for a monetary donation, whereas, in equity-based crowdfunding, donors receive equity for their contribution.

ARE CROWDFUNDING DONATIONS TAXABLE?

This is where it can get tricky. As the agent, or person who set up the crowdfunding account, the money goes directly to you; however, you may or may not be the beneficiary of the funds. If you are both the agent and the beneficiary you would be responsible for reporting this income. If you are acting as "the agent", and establish that you are indeed, acting as an agent for a beneficiary who is not yourself, the funds will be taxable to the beneficiary when paid - not to you, the agent. An easy way to circumvent this issue is to make sure when you are setting up a crowdfunding account such as GoFundMe you designate whether you are setting up the campaign for yourself or someone else.

Again, as the beneficiary, all income you receive, regardless of the source, is considered taxable income in the eyes of the IRS - including crowdfunding dollars. However, money donated or pledged without receiving something in return may be considered a "gift." As such the recipient does not pay any tax. Up to \$15,000 per year per recipient may be given by the "gift giver."

Let's look at an example of reward-based crowdfunding. Say you develop a prototype for a product that looks promising. You run a Kickstarter campaign to raise additional funding, setting a goal of \$15,000, and offer a small gift in the form of a t-shirt, cup with a logo, or a bumper sticker to your donors. Your campaign is more successful than you anticipated it would be and you raise \$35,000 - more than twice your goal.

Taxable sale. Because you offered something (a gift or reward) in return for a payment pledge it is considered a sale. As such, it may be subject to sales and use tax.

Taxable income. Since you raised \$35,000, that amount is considered taxable income. But even if you only raised \$15,000 and offered no gift, the \$15,000 is still considered taxable income and should be reported as such on your tax return even though you did not receive a Form 1099-K from a third party payment processor (more about this below).

Generally, crowdfunding revenues are included in income as long as they are not:

- Loans that must be repaid;
- Capital contributed to an entity in exchange for an equity interest in the entity; or
- Gifts made out of detached generosity and without any "quid pro quo." However, a voluntary transfer without a "quid pro quo" isn't necessarily a gift for federal income tax purposes.

Income offset by business expenses. You may not owe taxes however, if your crowdfunding campaign is deemed a trade or active business (and not a hobby) your business expenses may offset your tax liability.

Factors affecting which expenses could be deductible against crowdfunding income include whether the business is a start-up and which accounting method (cash vs. accrual) you use for your funds. For example, if your business is a startup you may qualify for additional tax benefits such as deducting startup costs or applying part or



all of the research and development credit against payroll tax liability instead of income tax liability.

Timing of the crowdfunding campaign, receipt of funds, and when expenses are incurred also affect whether business expenses will offset taxable income in a given tax year. For instance, if your crowdfunding campaign ends in October but the project is delayed until January of the following year it is likely that there will be few business expenses to offset the income received from the crowdfunding campaign since most expenses are incurred during or after project completion.

HOW DO I REPORT FUNDS ON MY TAX RETURN?

Typically, companies that issue third-party payment transactions such as Amazon if you use Kickstarter, PayPal if you use Indiegogo, or WePay if you use GoFundMe) are required to report payments that exceed a threshold amount of \$20,000 and 200 transactions to the IRS using Form 1099-K, Payment Card and Third Party Network Transactions. The minimum reporting thresholds of greater than \$20,000 and more than 200 transactions apply only to payments settled through a third-party network; there is no threshold for payment card transactions.

Form 1099-K includes the gross amount of all reportable payment transactions and is sent to the taxpayer by January 31 if payments were received in the prior calendar year. Include the amount found on your Form 1099-K when figuring your income on your tax return, generally, Schedule C, Profit or Loss from Business for most small business owners.

Again, tax law is not clear on this when it comes to crowdfunding donations. Some third-party payment processors may deem these donations as gifts and do not issue a 1099-K. This is why it is important to keep good records of transactions relating to your crowdfunding campaign including a screenshot of the crowdfunding campaign (it could be several years before the IRS "catches up") and documentation of any money transfers.

SEEK PROFESSIONAL TAX ADVICE

If you're thinking of using crowdfunding to raise money for your small business, call a tax and accounting professional who will evaluate your tax situation and help you figure out a course of action that will help your small business succeed.

If you have any questions about the tax implications of loaning a friend or family member money, please contact Glivinski & Associates Inc. books@capecodcfo.com (508)398-9300

Getting Back To Business After COVID-19

by Kevin McNally, www.InteractivePalette.com



Getting back to business after the Covid-19 crisis is a top priority for many business owners. Companies sidelined for months will need to spring back into action to gain footing with the months that remain in 2020.

If you're ready to get back to business, here are some ways to make this possible.

Prepare Your Digital Presence for Maximum Benefit

Don't assume that your website is up to speed before pushing ahead with an aggressive reopening plan, especially if you haven't paid much attention to your digital assets in recent years. Numerous shifts continue to rock the web, especially when meeting best practices for internet compliance, security, and privacy.

Privacy - To protect the privacy and identity of visitors, website operators must ask for consent to track them. It's crucial to set up all your privacy policies and have visitors opt-in or adjust their settings to meet these requirements. That includes containing statements and forms for GDPR and the CCPA. Thanks to the CCPA, California residents must be given the opportunity to opt-out of having their personal information sold or shared with third party companies. Compliant sites must disclose which info, if any, they're actively collecting.

Update Your Design - It may be worth improving your digital assets with a brand new look. If you've been using the same



website design for a while, a quick freshening up will strengthen your image. Don't forget, some of your rivals may not be in a position to make improvements. If you are, that will give you a leg up over competitors.

Fully Commit to Search Engine Optimization

Global businesses are in a challenging position, and lots of change will be the result of dealing with a worldwide pandemic. Now is an excellent time to launch a new strategic initiative that puts SEO at the top of the priority list. Why is SEO important enough to make it number one on your to-do list?

- Organic search makes up the most significant portion of traffic for popular websites.
- SEO builds credibility and trust among visitors.
- Great SEO adds to the user experience, making visits to the site seamless.
- Local SEO delivers traffic, increased engagement, and conversions.

Whether your business serves a local market or a nationwide audience, SEO is helpful. It's effective at increasing revenues for service-oriented or product-based companies. When ethical search engine optimization tactics get employed with a focused advertising campaign, you can target and engage audiences across multiple demographics.

Make Marketing a Central Point of Your Comeback Plan

One way to help your business come roaring back to life from COVID-19 is by focusing on marketing. You can't expect your customers or prospects to know what's going on at your company if you don't get the word out. That's why now is an excellent time to focus your strategy and brand messaging.

Start with research - Connecting with your ideal client to requires creating campaigns that appeal to specific demographics. The first step towards attracting new customers is researching your market to find candidates who are the best fit for your products or services. All other marketing efforts become clearer after fine-tuning your list with a laser-like focus.

Pick the most suitable platforms - It's worth noting that no two social media platforms are the same. They don't all attract the same visitors, so it's worth creating specific campaigns for each social network where you're active. Naturally, that takes more work and resources, but attempting a one-size-fits-all strategy is challenging to execute.

For example, Facebook is the busiest site with the lowest cost per click for ads but requires much attention to details. While you can get away with a smaller ad spend, it's essential

to understand many people are on FB for fun and aren't necessarily there to buy things. Marketers who are attempting to convert these people to customers generally set up sales funnels with laser-like precision to convert the traffic from lukewarm interest to purchasing intent.

Depending on your budget, you may want to focus on one network at a time while perfecting your landing pages or campaign. By doing so, you can monitor costs and start small before overcommitting to any strategy.

Let Your Budget Guide Your Decisions

The first thing you'll need to do is decide on your digital marketing budget. With this figure in mind, you can plan for what areas you'll focus on and how you'll structure your campaigns. Naturally, you don't have to handle the work yourself since many excellent third-party vendors can help you with any aspect of your digital marketing. Having a budget in mind helps your digital marketing team make reasonable recommendations for your spending.

Conversion Optimization Is Always a Good Idea

A strong emphasis on conversion optimization is always advantageous. If you're establishing budgets to bring in more traffic, you may spend some money on optimizing your current digital presence for conversions. This part is essential because it helps you get a favorable ROI on your ad budget.

If you are unfamiliar with Conversion Rate Optimization (CRO), here are some basics about the process.

1. The process helps you gain greater awareness and understanding of your customers.
2. You end up gaining even more customers because more raw traffic ends up buying.
3. CRO pays for itself with an automatic increase in website profit.
4. It's a fantastic way to leverage and get more from your current website traffic.
5. CRO will always lower your overall Customer Acquisition costs.

CRO is a smart place to start your comeback because it makes the most out of your existing and future traffic. Instead of letting people bounce from your pages without becoming customers, your funnel becomes a powerful tool that keeps the cash registers ringing! Even a small increase in your conversion rate can have significant impacts on your bottom line.

While COVID-19 has significantly impacted the business world, it's provided companies who sell an unprecedented opportunity online.

With a strategic plan in place, you can take advantage of this time to regain your grounding - especially if others in your industry don't commit in the same way. Interactive Palette is ready to help you futureproof and capitalize on your online presence. Contact us today for a free consultation. Call 781-930-3199 or email kmcnally@interactivepalette.com

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PRESENTED BY STEVE DUBIN & JOSEPH D'ERAMO OF PR WORKS

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- Draft standard ?s
- Draft show Opening and Close verbiage
- Create verbiage for Podcast description and each show outline.
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- Identify what processes need to be changed and why.
- What was needed three weeks ago to work from home, be on-site, perform the essential functions of the job most likely will shift, so prepare for that.
- It is important to remember, no one has gone through something like this, and so long as safety is the utmost importance and process is in place, things can be revised and changed.

COLLABORATING

- It takes a village.
- Collaborate with related companies. Understand what others are doing and the approach.
- Create peer groups to leverage everyone's thoughts and to understand each stage and phase of your current state.
- Determine as a team, how success and progress is measured at each stage.
- By creating a task force or committee, it will provide multi-faceted, diverse, well rounded, and thorough

as plans progress. Leverage the committees to walk through processes Pre-COVID-19 and now.

- Appoint a COVID-19 Champion or Safety Champion. This person will be the gatekeeper and the one to shepherd efforts by coordinating and tracking. This appointment will help for things to be streamlined and for everyone to know who the main designee is for all COVID related questions. Note: this person is not the subject matter expert rather, the person who is gathering, collaborating, and disseminating information after aligning with the leaders of the organization.
- Establish a COVID-19 reward and recognition program for those who embrace safety measures, demonstrate excellence with colleagues and customers, go above and beyond, meet or exceed the process set-forth. Engage those employees and teams working on and off-site.
- Conduct surveys or polls to keep your finger on the pulse.

We would love to hear your perspective and focus right now. How are you communicating and leading? Email Meghan@steinberghr.com

SteinbergHR is now offering Shared HR Services!

WHAT IS A SHARED HR SERVICE?

Being in operations and now a Human Resources Professional for over a decade, I have recognized the need to offer a blended HR service for companies and leaders. Not every company needs a dedicated and seasoned HR Professional or HR Consultant. What every organization needs are the tools, insight, and sounding board to make the best programs, decisions, and processes for the employee experience.

WHAT IS THE VALUE?

Organizations who invest in the Shared HR Service, providing:

- Executive-level human resource support
- A safe network to collaborate with 2-3 additional professionals from different organizations.
- Tools and content to build out the employee experience and human resource function.

Organizational Value: Strategy, Practical Tools, Action Plans, Best Practices

Individual Value: Personalized HR Support, HR/People Enrichment, One-One HR Consultation, People Competencies

Group Value: Real-Life Exchange, Leveraging Experience, Collaboration, Professional Relationship, Collective Insight

WHAT TO EXPECT?

One person from an organization will be placed in a cohort with 2-3 other professionals. This person must be someone who is a leader within the organization and is responsible for creating employee experience in totality.



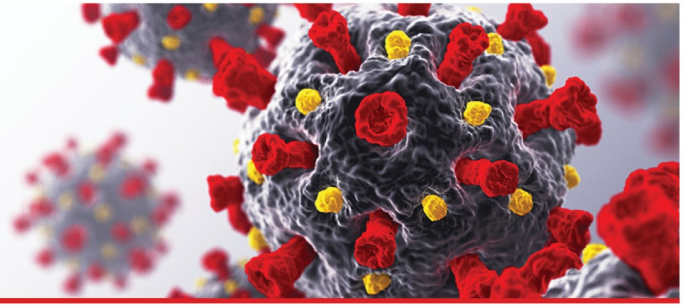
Meghan Steinberg, PHR, SHRM-CP is the Founder and President of SteinbergHR, LLC. She has an operations background with solid HR foundations and experience coupled with HR certifications and creativity. Her company offers business, from start-ups to 300 employees, HR services including interim, part-time and project-based work. Email Meghan@steinberghr.com to inquire and register!



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RESOURCES

Don't want to type in a long URL link?
Go to ACTSmartIT.com/c19 for these links and MORE!



Interim Guidance for Businesses and Employers

<https://www.cdc.gov/coronavirus/2019-ncov/community/guidance-business-response.html>

Posters for your Office

<https://www.cdc.gov/coronavirus/2019-ncov/communication/print-resources.html?Sort=Date%3A%3Adesc>

Guidance on Preparing Workplaces for COVID-19

<https://www.osha.gov/Publications/OSHA3990.pdf#page=11>

Understanding Mask Types

https://success.ada.org/~media/CPS/Files/COVID/ADA_COVID19_UnderstandingMasks.pdf

When and How to Wash Your Hands

<https://www.cdc.gov/handwashing/when-how-handwashing.html>

Posters - Handwashing: Clean Hands Save Lives

https://www.cdc.gov/handwashing/campaign.html#anchor_1569614257

Cleaning and Disinfection for Community Facilities

<https://www.cdc.gov/coronavirus/2019-ncov/community/organizations/cleaning-disinfection.html#How%20to%20Clean%20and%20Disinfect>



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https://www.practicon.com/optical-pc-mouse-quiksheaths/p/7019728?src=1000069&clid=EAlalQobChMlr_znianA6QIVGKSzCh12agzbEAQYASABEgKiYYPD_BwE

<https://www.mdsassociates.com/catalog/p-103492/valubran-computer-mouse-barrier-covers>

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- Wireless convenience and performance
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- Elevated and spacious chiclet keys, multimedia keys.
- Dell Wireless Mouse included (*mouse cover not included*)

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Apple and Google's Coronavirus Tracking Tools Are Out

From David's Tech Talk Radio Spot on 95.9 WATD Every Tuesday Morning at 8:10am



Government officials rolling out the tools estimate it could take as long as a year for the contact tracing apps to be fully effective.

Apple and Google announced on 1a that their coronavirus tracking tools have launched -- putting their digital contact tracing efforts to a public test for the first time. Government agencies rolling out the apps will have to overcome challenges including adoption rates and privacy concerns surrounding the technology.

The tech companies said that 22 countries, along with several US states, have requested and received access to Apple and Google's exposure notification collaboration, which they first announced on April 13.

The states include North Dakota, Alabama and South Carolina, which are all at different stages of rolling out their contact tracing apps.

"As we respond to this unprecedented public health emergency, we invite other states to join us in leveraging smartphone technologies to strengthen existing contact tracing efforts, which are critical to getting communities and economies back up and running," North Dakota Gov. Doug Burgum said in a statement.

The new coronavirus, which causes a respiratory illness called COVID-19, spreads rapidly -- it's already infected more than 5 million people globally. People can spread the disease without ever knowing it, which is why government officials are looking

at contact tracing as a possible solution. Notification about exposures will also be important as lockdowns are easing and experts warn of a "deadly resurgence" if restrictions lift too early.



"As we get back to more transmissible moments, more people going to restaurants and bars, if there was a breakout in one of those, we could anonymously notify people," Burgum said at a press conference on Wednesday. "This could be a super helpful tool for you."

Apple and Google's tools work through Bluetooth signals on devices, designed to detect who people have been in close contact with. The technology is supposed to help public health officials by allowing them to notify people if they've been in contact with someone who tested positive for COVID-19 and help stop the spread.

There are no identities or location data tied to these signals, and the software includes strict encryption standards for protecting privacy, Apple and Google said.

To read more about these new tracking tools visit David's blog at <https://actsmartit.com/tracking-covid-19>