



FINSBURY LAUNCHES COMPREHENSIVE GLOBAL SOLUTION FOR WORKFORCE RETURN COMMUNICATIONS AROUND COVID-19

Seamless, integrated offering combines the firm’s deep coronavirus and employee engagement experience to help companies reopen with momentum, confidence and reputational strength

Rapid analysis, detailed diagnostics and fast-moving response team help clients see around corners and accelerate the move from crisis to rebuild and renewal

New York and London (June 8, 2020) – Finsbury, the global strategic communications firm leading some of the most complex COVID-19 engagement challenges for companies around the world, today announced the launch of a comprehensive, new **Workforce Return** offering to help organizations handle the unprecedented communications and reputation issues involved in reopening, rebuilding and reintroducing employees to the workplace.

Utilizing months of coronavirus support for clients around the world – including companies with essential, front line workers and businesses in Asia that have now reopened their workplaces – *Finsbury Workforce Return* provides customized, full-service solutions that empower CEOs, CCOs, CHROs, legal counsel and other senior executives to address their most complicated communications concerns. Using detailed diagnostic and benchmarking tools, a comprehensive planning framework and insights gained from COVID-related and restructuring work with clients across a broad range of industries, *Finsbury Workforce Return* puts leaders in the strongest position to:

- **Protect Employee Safety and Public Health:** Making decisions that keep employee and public safety front and center while reinforcing an organization’s core values and commitments;
- **Ensure a Seamless Return to the Workplace:** Leading a strong return for employees at every level, building executive credibility, positive internal sentiment and advocacy, and reengaging team members returning from furlough or layoff;
- **Strengthen Corporate Reputation and Trust:** Enhancing how companies are viewed and trusted – and anticipating emerging workplace, public affairs and media issues; and
- **Restructure and Realign for Maximum Impact:** Building internal and external understanding and buy-in as companies transform operations, structures and longer-term staffing to address new economic expectations – and ensuring this is properly reflected in corporate and equity communications.

Michael Abrahams, Global Head of Finsbury’s Employee & Change Communications practice, said, “Never before has the way companies treat and listen to their employees had a more immediate, significant impact on corporate trust, consumer perceptions and the reputation of senior company leaders. Now, as economies around the world begin to open up amid continued spread of the virus and new social expectations, institutions are having to make critical decisions affecting team members and operations amid extraordinary uncertainty and risk. Finsbury is using its deep expertise and direct experience with companies at the forefront of this crisis to help clients see around corners, enhance employee experience, and make and manage the best possible decisions for their teams, companies and communities around the world.”

Louisa Moreton, who heads Finsbury’s Employee & Change Communications practice in Europe, noted, “From employees and consumers to media and politicians, the world is looking closely at how businesses bring team members back following furloughs, how they engage employees in their ‘rebuild mission’ and, for some, how they run inevitable redundancy programs. High employee engagement has long been correlated with positive business outcomes. Now, more than ever, we’re working with clients to make this a reality as they move from crisis to rebuild to renewal.”

Finsbury’s work – from its offices in major capitals and financial centers in the U.S., Europe, Asia and the Middle East – includes some of the world’s highest profile coronavirus challenges, including the reopening of offices and global manufacturing facilities, conflicts between government directives and public health recommendations, furlough and redundancy programs, complex issues facing institutions of higher education, and workplaces in the grocery, food production and healthcare industries in which essential employees have remained on the front lines.

Finsbury Workforce Return also builds on the firm’s extensive global experience in employee and HR communications, crisis management, media relations, public affairs, and purpose and values development. Finsbury’s top ranked capital markets, litigation, labor, leadership and restructuring specialties strengthen this comprehensive solution for global companies across industries. For more information, visit www.finsbury.com/workforce-return or email workforce.return@finsbury.com.

About Finsbury

Finsbury is a global leader in strategic communications and corporate reputation and a trusted adviser to boards, senior executives and legal counsel of many of the world’s most successful companies, institutions and organizations. The firm has managed some of the most complex communications challenges, financial transactions, corporate crises and transformational changes of the last three decades and is regularly ranked as one of the world’s top communications consultancies. In the past year, *The National Law Journal* named Finsbury Best Overall PR Firm and *The M&A Advisor* named Finsbury Communications Firm of the Year. For more information, please visit www.finsbury.com.

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