

HR SUPPORT DURING CRISIS:

GLOBAL COMMUNICATION

אוקטובר 2023

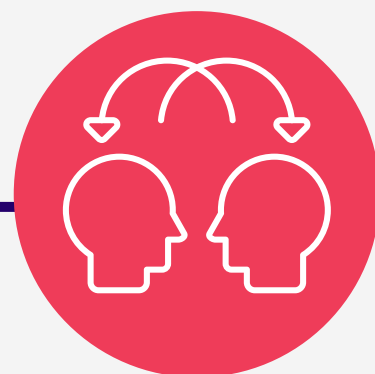


**אם הארגון שלך הוא חלק מארגון גלובלי, כדאי לתקשר תדרוך רשמי הכולל
המלצות לתקשורת של העובדים מחוץ לישראל עם העובדים הישראליים**

עקרונות מנחים



מתן משמעות



חיזוק הסולידריות



מתן כלים



הפגת אי הוודאות

דוגמת נוסח לתקשור

Dear colleagues,

In these difficult times, Israel is facing a brutal and violent wave of terror perpetrated by the terrorist organization Hamas in the Gaza Strip. The challenge facing the Israeli nation is genuine, and the pain is profound. We are dealing with an event of relative magnitude to the Israeli 9/11.

The citizens of Israel find themselves in a security situation that poses a direct threat to their safety and that of their loved ones, unlike anything we've ever experienced.

This complex situation calls us, as individuals and as a company, to engage with our Israeli teams with empathy, humanity, and professionalism.

We have prepared below, guidelines and information for you to do so:

Show Genuine and Compassionate Empathy:

Express sincere empathy towards the situation of our Israeli colleagues and their work counterparts. Inquire about their well-being and ensure they are safe with their families. Demonstrating such empathy is important and warms the heart.

Be Flexible with Work, Hours, and Projects:

Currently, your teams in Israel are under uncertainty and in a fragile security situation, which could directly affect their ability to work at full capacity. This is the time for you, managers and team members, to show understanding and support, allowing Israeli teams flexibility in work hours and workloads. Continuously ensure they are emotionally available to work. Assistance between teams will be highly appreciated.

Emotional Support and Access to Resources from the Organization:

Inform Israeli employees about the support services available within our organization, such as XXX (example: emotional consulting, support programs, or even financial assistance during this situation). Managers, you can directly ask employees if they require such support, which is both accepted and legitimate in Israel at this time, and notify HR accordingly.

For any further questions, consultations, or clarifications, please reach out to the HR department.

Wishing for peaceful and secure days,
In Israel and around the world.

ימים שקטים לכולנו

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