

## Major Challenges CEOs Are Facing During The Pandemic

The pandemic of 2020 has brought a lot of stress and anxiety for people all over. People owning and running a business are absolutely no exception to that. Trying to stay afloat in a world where people are told to stay home and don't go shopping unless absolutely necessary.

It is not easy and causes a lot of challenges for keeping a business going. There are many different things the CEO's are facing right now during this time. Here are a few of the most common challenges that they are facing throughout this uncertain time.

### When Is It Safe To Return To Work?

Many places are needing their employees to return to work to keep the business running. Then they have to think about if it is safe.

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How Are You Managing The Challenges Of The Pandemic?

## 3 Hiring Tips For Managers In Today's World

Right now in today's world, it is extremely hard to be a manager. The worries associated with COVID-19 and all the other craziness going on makes every day challenging. So many people have lost their jobs and are out looking for new ones.

There are so many important things to keep in mind as you hire new employees. With all the uncertainties going on, it can be a lot of stress

knowing the right things to do. Here are some things you can think about to ease your mind and make it a little easier.

### 1. Have A Plan

Before you hire a new employee, have a plan in place of where they are needed. Many companies and businesses have downsized. When you begin to hire, you do not want to be overwhelmed by hiring too many employees at one time.

Have a written description of who you want to hire. Know the skills, experience, and cultural fit needed. Also, know what you offer as far as career development, advancement, and benefits. The potential employee has expectations just as you do.

### 2. Start Looking

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Trying to keep people healthy and safe is the main priority through this whole thing. Places who have the ability to work from home are in a little bit better of a situation, but it is still not exactly the same.

## What If Someone Tests Positive?

While it has been said people can return to work, the doors are able to be open, precautions are to be taken, you may still have concerns. As the one in charge, it can be hard to make the decisions that you need to about opening the doors.

What happens if someone tests positive? Do we close again, send everyone home, quarantine? Even if all necessary steps have been adhered to, the reality of someone testing positive is a concern. The leadership team has to be prepared for this scenario and have a plan ready to put into action.



## Do What You Can To Stay Positive

In these uncertain times keeping up confidence is not an easy task. Employees have just as much stress as those in charge. They're concerned with their health and the risk of contracting the virus and bringing it home to their families. The future of their jobs is on their minds and many other stressors.

When the morale of a company is high it has been shown over and over that production is also increased. Likewise, when morale is down, production tends to decrease as well. Being a leader is tough even when things are good, but given the current conditions leadership positions are even harder. The key to surviving the CEO world in these times is to just keep moving forward. ♦

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When you have decided who you are looking to hire, it is time to act. In today's world, you have a multitude of ways to find new employees. You can advertise on your company's website, on jobs boards like Indeed, or on social media like LinkedIn. Depending upon the, confidentiality, difficulty, and level of your search, you may consider hiring an executive search firm.

## 3. Interview and Hire

Once you receive resumes, you decide who you want to interview. (A search firm relieves you of this task.)



Be aware of preconceptions you have about who you want to hire. You may miss a good hire. Try to see everyone as a blank canvas. They may possess abilities you did not realize you need.

Interviewing people can be intimidating. Have a list of questions to assist you in obtaining all the information you need to make a good hire. It is easy to get sidetracked during conversation and then realize, you do not obtain much need information. A list is a good reminder.

Do you have some effective hiring tips? Share them with us. We appreciate hearing from you. ♦

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## Carry On

Nothing in the world will take the place of persistence. Talent will not; nothing is more common than the unsuccessful person with talents. Genius will not; unrewarded genius is almost a proverb. Education will not; the world is full of educated derelicts. Persistence and determination alone are omnipotent. The slogan "press on" has solved and always will solve the problems of the human race. ~ Calvin Coolidge

## Improving Memory With A 3-Step Technique

It isn't any fun when you are having trouble with your memory. Even when your memory is great, but you are having a blank moment and struggling. It can drive you crazy. Especially when you are at the store without a written list, but a list that is in your memory.

When you think about the workplace, it is very important to remember the key components of the business. If your memory is lacking when it comes to important information about work, you can start to have some serious problems arise. There are some things that you can do to try and boost your memory.

### 1. Meditation

The brain is a very complex part of the body. It is where so many things within the body occur. It is where your body gets the signals to perform as it should. Take care of your brain and give it what it needs to keep it working at optimum performance.

Meditation is something that is very beneficial to the brain. It can increase blood flow which is so good for brain health. The blood flow that is occurring is going to increase the ability of your memory to retain information.

### 2. Train Your Brain

There are so many resources that are available for you to help your brain retain more information. Having a problem remembering things can be frustrating and even embarrassing. One way that you can help yourself is by practicing brain games and techniques.

Look for online resources that you can take advantage of and also mental things that you can do to help. When you choose online availability, they are usually a series of repetitive numbers, letters, or patterns to remember. Mentally you can create sayings, stories, or even patterns that you repeat in your head several times to associate things with.

### 3. Sleep Is A Factor In So Many Things For Your Body

When it comes to the body and the different ailments that we experience, you will be so surprised at how many of them are affected by the amount of sleep that we get. Sleep can benefit you in a tremendous number of ways. Even with our memories.

Running on little sleep causes you to be more forgetful and scattered. You don't have the same amount of concentration and tolerance. When you are well-rested and awake, you are able to think clearer. This will also give you the ability to retain more information. ♦

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## One Minute Ideas

### Digital Impressions

A recent study reported that 40% of Internet users in the US changed their opinions of brands due to information they gathered online. This data is reinforcement that it's more important than ever to make sure that the image you are portraying online, and especially in your email marketing, is an accurate reflection of your brand.

Design, content, format, information, and consistency are vital to creating the image and brand of your company. ♦

### The 10-Minute Email Rule

If it takes longer than 10 minutes to compose your e-mail message, it is probably too long. Try to condense it and still get your message across. If you can't, you're wasting your time with the e-mail communication. Try calling, having a meeting, or writing a memo. You will save yourself and everyone else valuable time. ♦

*"All our dreams can come true if we have the courage to pursue them." ~ Walt Disney*

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## *A Guide To Humor In The Workplace*

Everyone can agree, sense of humor is a good trait in a person. Working with someone who is dry and doesn't laugh much, can make you feel bored or sometimes even nervous to make conversation with them. However, the amount and ways you use your humor in the workplace is important though.

When you think about a leader and their roles they take, you may not think about humor being a good aspect. Everyone should have a sense of humor and be able to laugh at certain things. But, not to the point of needing to involve HR and a list of what not to do's.

### **Why Having a Sense of Humor Can Help You at Work**

Humor can be one of the main components to success in the workplace. There are so many stressors in today's world that a little bit of humor is a nice break. If you work next to someone who is dry all the time, you should work on helping them let loose a little. It will make for a much more enjoyable day.

Being able to laugh at yourself is a quality that some have. Self-deprecation can show your employees that you understand your own strengths and weaknesses. This can also build trust between you and your employees, making you more relatable.

### **Keeping Things Professional**

While it is great to show you are able to laugh at yourself, joke with employees and keep things light, you want to make sure things still stay professional.

Keeping humor under control is key when doing it professionally. You want to make sure there is a line you don't cross when it comes to being funny. Making sure to not insult anyone while doing so, discriminating against anyone, or being inappropriate. Even when self-deprecation comes into play, you want to be aware it is just humor and not make too much fun of yourself. ♦

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*"Good things come to people who wait, but better things come to those who go out and get them."*  
~ Anonymous

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