

The **PIERCE™** Model's

“COVID-19 COMMUNICATIONS PALLET”

For Government Leaders, Policy & Healthcare Professionals

Abstract

As it pertains to the Coronavirus disease, each state in America has its own unique resources and solutions to the exact same problems we all face (or will face soon) as a nation. But undoubtedly, some states are faced with challenges and have “a solutions void” that other states have had real success in mitigating and vice versa.

For instance, some states have mobilized 3D printer businesses both large and small to collectively make face masks. Other states are utilizing distilleries for hand sanitizer. And yet other places are calling on large groups of organized hobbyists to create another solution that can help healthcare professionals (and others) in their brave fight against COVID-19. While this is true, simultaneously, there are undoubtedly other states/communities that may not have thought of or knew who to ask for a similar “all call” need. Thus, a void.

A COVID-19 Communications Pallet allows governmental and healthcare leaders to notify the “people who make things” in their respective jurisdictions, of exactly what they can do to potentially re-tool their efforts to satisfy a need. It creates opportunity by allowing stakeholders to see what other people are doing through a concise lens.

So, to be clear, it tells those in need who to ask (as in asking similar businesses/resources in their own geographical areas), it educates those being asked of their potential (often re-tooled and previously never done before) capabilities and it provides a solution to a very specific problem. Problems that we are all about to potentially face uniformly. Or at least uniformly in a sequential order. It is the essence of a surge in communication in line with the **PIERCE™** Model's performance standard.

THE MODEL

The Five Unbreakable Rules to The COVID-19 Communications Pallet, Crisis Communications Repositories & COVID-19 Communications in General

1. Don't Ever Substitute a Tool for a Solution

This is a painfully common and critical mistake that leaders (or anyone communicating) often makes when trying to achieve important objectives.

Telling someone to do something, even in repetition, is a tool and not a professional solution to a problem.

Telling someone to follow certain instructions without properly drilling down on those communications and offering better engagement often results in epic failures. Particularly when evaluating things like:

- The breadth of the demographics
- Barriers to communication that already exist
- The critical nature of the message

it is woefully ineffective.

It is the equivalent of telling Americans and people all over the world, “don’t get sick.” And then offering that instruction as a solution to this challenge. Telling someone to “not get sick” is just a tool. Ideally, it may cause someone to think about other tools like not touching their face and washing their hands more, but it is not an effective solution to the problem. It’s only a building block that *may* cause the listener to activate chain behaviors linked to the original instruction. But then again, it may very well not. Thus, it is not the most effective way to communicate serious communications because it lacks the kind of specificity and direction needed for people to be properly led to a solution.

2. Any Form of Confusion = RISK

In line with rule #1, a lack of specificity, particularly in times of a crisis is a clear pathway to confusion. In line with one of the foundational concepts of the PIERCE™ Model, Any Form of Confusion= Risk. This concept holds true in non-emergency "regular every day" business environments as well. So, this concept is exponentially magnified in a legitimate crisis. Any form of confusion in a global healthcare crisis causes us to operate outside of our risk tolerance.

Operating outside of risk tolerances in matters of COVID-19 = Infection and potential death which is an unacceptable outcome.

3. *More Communication is a Qualitative Value and not a Quantitative one.*

The PIERCE™ Model dictates that " 'More communication' doesn't mean to 'communicate more', it means to '**communicate more effectively**' ".

This is another painfully common and critical mistake that leaders (or anyone communicating) often makes. We err by assigning a quantitative value to communication and believe that if we simply do it "more", then we will somehow fulfill the edict to "communicate more effectively", but that is a falsehood. In fact, if the foundation of your communication techniques is fragmented or generally poor, then engaging in more communications can have a devastating and pernicious effect on whatever it is you're trying to convey. The qualitative value of communications surrounding COVID-19 instructions of any kind must be concise, direct and have a sense of uniformity and standardization now, more than ever.

4. *Bend Behavior*

In order to "bend the curve", we have to "bend human behavior" by engaging in more effective communication.

5. *Perform to Standards in Excellence*

Perform diligently and with a bias for action in all that you do.

Failure is not an option....now Lead!

Designing the Pallet

Create a COVID-19 Communications Pallet by using no more than 10 primary categories and the tested and proven solutions to each challenge (category) in our war against the Coronavirus disease. Random cities and states outlining what they're doing in decentralized locations, written in a way that leaders must sift through the material structured differently for many, if not every jurisdiction is ineffective. There are some good pockets of information on the internet, but it can be hyper-fragmented.

By each state creating a concise and standardized communications pallet, it would allow other states, to review what each other are doing (far more

seamlessly) and cause them to tap into and create opportunities for similar solutions within their respective geographical areas. It not only offers streamlined and effective communications, but it allows for each respective jurisdiction to “pick the fruit off of the vine” that works best for them. Keeping in mind that because of the magnitude of this pandemic, the pain points will essentially, if not literally be the exact same anyway. Thus, implementing a standard of uniformity in effective communication as to:

- Exactly what works and how
- The kind of business entities that can provide solutions locally
- Exactly what the levels of production may resemble
- What additional resources may be lent to those business entities to help surge performance/production.

And of course, within that, who they need to specifically call to action.

Application Specifics

It should be presented in a simple and clean webpage document that is updated on a 24-hour basis in what the model calls a “COVID-19 Communications Repository”. Where Governors, Mayors and Healthcare leaders can access the data to see what techniques, methodologies, and resources may be available to help them with their tactical and strategic goals in their daily fight in this war. This data may be looked at (at least) daily in “COVID-19 Communications Pallet War Rooms.”

Irrespective, as to whether or not additional resources arrive from other entities, every resource counts. And every leader has an obligation to engage with a bias for action, with or without additional resources. The PIERCE™ Model’s COVID-19 Communications Pallet is designed to save lives. If need be, one at a time. Because every single life counts. And every count, always starts with one.

Also, as a result of the best and brightest minds in the world having an opportunity to examine the communication pallets, it will spur other thought leadership and create solutions to the challenges surrounding the spread of infection and the protection of our healthcare professionals in the process.

The PIERCE™ Model dictates that the availability of data always equals a better chance at success.

Example Model & Design (with fictitious names)

Georgia

Face Mask Solutions

3D printing community. “Face masks with shield”.

Result = 2500 per day

The “Grannies who sew” association of America, Atlanta Chapter. “Standard face masks” (by sewing six (6) large cotton rounds together per mask.)

Result = 175 per day

ACME underwear & tee shirt company of Ga. “Standard face masks”.

Result= 1500 per day

ABC sheet and pillow company. “Standard face masks.”

Result= 250 per day

Hand Sanitizer Solutions (HSS)

ABCD distilleries. X% HSS.

Result=500 3 OZ. bottles per day

The 123 Whiskey & Winery company. Y% HSS.

Result=250 3 OZ. bottles per day

The “COVID-19 Communications Pallet” would continue by featuring the “categories” that every state is addressing so that other states may see, learn and gain benefit from their solutions in a non-arbitrary fashion and with greater streamlined uniformity. Ideas create ideas!

For the purposes of this hypothetical pallet, there would be a state who would evaluate what Georgia has done, which would then cause them to ask their

sheet and pillow factories to do the same thing for their community that the Georgia factory is doing for Georgia.

The qualitative value of this is extremely high because in some instances, there is a void in a uniformed call to action and in other instances, some decision makers may be overwhelmed or through simple oversight, may not have thought to ask a local distillery for hand sanitizer assistance. And the distillery was waiting for direction or didn't know their capacity to provide it. Keeping in mind that these are rather obvious resources and oversimplified examples. But undoubtedly, there are others that will move various jurisdictions to action as a result of seeing solutions that they were previously unaware of. And each solution, may mean a life in the fight against COVID-19.

Additionally, an element of The COVID-19 Communications Pallet can contain critical data on what our healthcare experts have determined as the best way to go about performing critical tasks. An example would be to offer a solution to someone who is infected but who does not have the financial means to isolate outside of their home away from their family. This is an issue facing many middle-class Americans and particularly, marginalized and underserved communities. Unlike other healthcare issues, the plight of "the others", can no longer be ignored because there is a direct link between traditionally marginalized demographics and the health of those with privilege and greater resources when it comes to COVID-19.

If used correctly, The COVID-19 Communications Pallet will serve all Americans equally as a solution to effective communications that will help mitigate the effects of this global health crisis to perpetuity.

The "COVID-19 Communications Pallet for Government Leaders, Policy & Healthcare Professionals" and The **PIERCE**[™] (**P**erformance **I**mprovement **E**thics **R**isk & **C**ommunication **E**nhancement)[™] Model were created by Solomon Carter.

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