

## 5 Great Things Your Business Can Do to Heal Community in a Time of Political Unrest

Small and medium-sized businesses are in a unique position in the United States today. As we emerge from an election season that brought to light deep divisions in our country and enter into a presidency that many feel could be disastrous, businesses can take a leadership role in their communities. Just about everyone likes small and medium sized businesses. These companies keep our main streets lively, provide jobs that we love, and make up the fabric of local economies that we all rely on. No matter where you fall on the political spectrum, I bet you can think of a business that makes your life better. Maybe that business is the one you run! If so, you have an opportunity now to show leadership and to support and heal your community. I bet you would do these things anyway, just because you care. But you may also want to do them because these actions will provide a strong community of support and resilience that is sure to help your business succeed in the long run. I encourage you to brainstorm with your employees on other actions that you could take!

### 5 Steps to Move Forward

1. **Provide healthcare to employees.** Healthcare is big problem in this country and healthcare benefits are likely to be reduced in the next four years. You can make sure your employees are taken care of by offering as much healthcare coverage as you can.
2. **Measure, report, and improve your environmental impact.** The EPA and a host of environmental regulations are likely to suffer under our new president. You can demonstrate that your company takes its environmental impact seriously by measuring your impact, reporting your results to stakeholders, and committing to improve over time.
3. **Hold an employee volunteer day.** In the face of a divided country, reaching out to your wider community builds trust and goodwill. Choose an organization you believe in and use the opportunity to build a sense of togetherness among your employees as well.
4. **Host a conversation with your employees about personal and company core values.** A lot of people are struggling to come to terms with the election. Your employees probably are too. Try sitting together over lunch and talking about why you believe in the company and the work you're doing. Give employees a chance to talk about their own values and hopes for the future.
5. **Provide a space for a local group that wants to gather.** Many local organizations are coming together all across the country. These groups may need space to hold evening meetings. Could your office work? Alternatively, you might consider hosting a one-time open house or community meal.