

Caring for your Clients During Uncertain Times: Key Questions to Ask

While the world is constantly evolving, innovating, and changing, we grow used to the consistency of these transformations. When we begin to experience something more quickly than we're used to, our uncertainty shines through and it's easy for us as humans, in business and otherwise, to lose sight of our "why" and our goals.

During these uncertain times, especially as an agency, freelancer, or entrepreneur, it is important that you continue to show strength and stability for your clients. Be a leader during uncertain times by listening to what others need.

Here are a few questions to ask clients during uncertain times:

- How are you and your team feeling?
- Is there any information or resources that you're seeking during this time that I can help you find?
- Do you need any support to enable digital or virtual communications with your team?
- Do you have a preferred method of communication at this time that I should honor?
- Would you like to keep in touch on a regular basis in the coming weeks?
- Lead with authenticity and empathy through these strange times. We will get through this together!