

# How to Build Resilient Businesses and Communities – Through the Pandemic & Beyond

Summary of Sep 23, 2020 webinar moderated by Nebeyou Abebe, Global Vice President of Health & Wellbeing, Sodexo

The COVID-19 pandemic has highlighted where we need to work together to invest in health to build resiliency in both communities and businesses. “ We depend on each other. Businesses depend on strong, healthy communities.”  
Dr. Jerome Adams, U.S. Surgeon General.

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## Community and Employee Health is Critical

- Supporting employees means supporting the communities in which they live.
- Healthy communities create healthy employees who thrive at work.
- Employers can add benefits to increase employee health like access to fitness rebates for virtual gym memberships, virtual nutrition programs, emotional wellness virtual apps and programs, and new resiliency and stress management tools.
- Employers that invest in healthy employees and communities retain more talent and have greater brand loyalty.

## Community and Business Resilience

- Communities and business must be able to survive, grow, and adapt regardless of stresses/shocks like COVID-19.
- Building strong national and local Public Health infrastructure allows communities and business to prepare for the future and better address the roots of chronic disease.
- Healthy communities are good for business and that’s how to strengthen the economy.
- The inequities faced by low income communities and communities of color must be addressed to achieve equality and resiliency.

## How Businesses Can Advance Economic Mobility and Resilience

- Businesses should embrace their role as stakeholders in their community and get involved.
- Join community dialogues on issues like systemic racism, poverty, and lack of opportunity.
- Create and expand opportunities and strategic partnerships that increase employability in your community, especially for individuals most in need.
- Get engaged in local collective impact initiatives and support local, small business.

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*“ Employee health is critical for success of all employers.”*

Dr. Wald  
USAA



*“ We have the choice to put our communities on a trajectory of resilience.”*

Elizabeth Sobel Blum  
Federal Reserve Bank of Dallas



*“ Partnerships are the key. No one group – business, government, philanthropy – can do it alone.”*

Bob Taylor  
Morgan Stanley

Morgan Stanley

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