



Customer Service Notes for

Demonstrating Resiliency

There is no question that during the pandemic, WIC staff have shown resiliency, both for work situations and in their personal lives.

We know that it has been nearly impossible to maintain your usual relationships with participants. Yet many of you have demonstrated resiliency by staying in touch with participants via email, over the phone, or through Zoom. Participants have surely appreciated your efforts to stay in touch, recognizing they could not see you in person.

Throughout the pandemic, the stress levels for many employees increased, and WIC staff were no exception. Many of you worked through the stress and tried to not let it impact your interactions with co-workers and participants. You worked hard to not further stress your participants by showing your own stress.

There is a definite connection between being resilient and dealing with change. The changes forced upon WIC staff that were brought on by the pandemic were certainly like no other changes ever encountered before. Those WIC staff who demonstrated resiliency did their best to deal with the changes. While adapting to change is never easy, many of you adapted as best as you could, with the goal of still serving your participants. As an example, working from home was a major change for many WIC staff. Just the technology alone of being able to access participants' records and emailing your colleagues was a change that many WIC staff needed to work through.

Now, as we begin to return to a semblance of normalcy, resiliency will remain an important skill for WIC staff, particularly as participants transition back to pre-pandemic ways of doing things.

Demonstrating resiliency will not only help you professionally, but it will enhance your relationships and customer service for WIC participants.

Questions for Reflection

1. Thinking back, would you say you demonstrated resiliency more often than not during the pandemic?
2. Did you adapt to the changes necessitated by the pandemic? If so, what skills or attitudes helped you to adapt?
3. What techniques or strategies helped you cope with the stress brought on by the pandemic?
4. Did you try to stay in touch with participants, and not let your stress increase