

# CX LEADERS UNITING TOGETHER FOR INDIA

## COMPASSIONATE LEADERSHIP IN A TIME OF CRISIS

Over half the support, services, and call centers in the world are located in India, making the humanitarian crisis happening there an especially personal one to the CX community.

### HOW CAN YOU JOIN FORCES WITH YOUR FELLOW CX LEADERS AND LEAD WITH HUMANITY?

#### WE'RE COLLECTING AND COMPILING IDEAS FROM THE CX COMMUNITY

Please submit your ideas to [info@execsintheknow.com](mailto:info@execsintheknow.com)

- Be careful not to (even unintentionally) drive requirements requiring undesired overtime or irregular hours.
- Proactively relax SLAs and deliverables.
- Consider a stipend to cover whatever is needed to have one less thing to worry about.
- Allow and plan for time off to get vaccinated.
- Host listening sessions with leadership to better understand and empathize with the situation.
- Start your day with a huddle - create a space to grieve for people they've lost, pray for people who are ill, and give gratitude if you and your family are doing well.
- Restrict meetings with India between 3:30 PM - 4:30 AM UTC / 11:00 AM - 12:30 AM EDT
- And more...

#### AWARENESS

- NPR (4/24/2021) - [India's Lockdown Puts Strain On Call Centers](#)
- CBS News on [MSN.com](#) (5/4/2021) - [COVID is killing 120 people an hour in India, and it could stay "really grim for months"](#)
- BCC News (5/4/2021) - [India COVID: Opposition call for full national lockdown](#)

#### ACTION

- ABC News (5/2/2021) - [How to help India amid COVID-19 surge that's devastating the country](#)
- The American Bazaar (4/29/2021) - [US Companies form global task force to help India in covid crisis](#)
- ChaloGive - [Stand With India - Give Now. Support India's Fight Against COVID-19.](#)
- GiveIndia - [LinkedIn](#)
- And more...

For the latest and most up-to-date ideas and resources collected from the CX community and other credible sources, go to: <https://execsintheknow.com/events/cx-leaders-uniting-together-for-india/>