

# Communicating Gratitude in Crisis

SHOW EMOTION | CONNECT WITH STORIES | MATCH WORDS TO ACTIONS



Dear Pret Customers

I want to thank our amazing teams for serving you with great passion and kindness over the recent weeks, including more than 100,000 NHS workers.

Pret's first value is Happy Teams, Happy Customers and my priority is always to protect our teams as much as we can.

For this reason, we will be closing all our UK shops temporarily from this evening. We will of course ensure any excess food goes to those who need it most.

We look forward to being a part of your daily lives again soon. Until then, stay healthy and look after each other.

*With love,*  
Pano, CEO

Under sustained pressure, it is critical that your team knows you see and appreciate their extraordinary contributions. Use your internal and external channels to reach employees and their families, leveraging the connective power of video and visuals whenever possible. Keep it simple, fast, authentic, and sustained.

A stylized thank you note by Pret A Manger CEO Pano Christou.



Walmart US CEO John Furner thanks associates with a 30 second video on his phone.



Medtronic CEO Omar Ishrak shares a photo from a visit to the front lines.

You don't need design skills. Photograph a hand-written note.



Starbucks CEO Kevin Johnson spotlights specific Partner (employee) stories.

Amazon CEO Jeff Bezos breaks one letter into 4 photos for Instagram.

