Finding Ways To Refuel Your Teams and Cultivate a Culture of Wellness Within Our Work

Angie Smith
Atlassian

"Marketers become Masters of Change"
- Angie Smith

Masters of Change
New technology
Marketers become masters of change
To Pirouette is an opportunity
Change the narrative
OMG - we have a huge opportunity to learn new skills.
Time off, scheduled, to get work done
Dedicated work time on Wednesday afternoon
Deep work time
Atlassian circles
BLM, healing Asian communities, Trans Lives, Women's rights
Fridays of no meetings
Summer Fridays
Time to connect in a meaningful way
Power-Up learning Opportunities
somebody else's urgency can become your emergency
Boba tea, activities
F-U-N
gratitude journal

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Go Us: We're investing time in ourselves!
Mental health has reached pandemic numbers just like covid.
human connection reminds us that we're not alone
we're still standing
need to shift our mindsets and communication systems to a new world
Craving Connections
Lot of people might still feel displaced
No set office spaces/ place to work in
Reflecting on mistakes made:
Folks move on at different speeds
Meet people where they are, not where you want them to be
"poor performance" or "failed projects" are clues that something deeper is going on
assumed everyone was at the same point of the cycle of living and working in parallel
where we work, working from home - does impact how we feel
failed projects were signs people were struggling
Disassociating the work from the company you work for when overwhelmed
loneliness can be really hard
Family life is part of day to day @ work because you work where you live

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"People just want choices."
-Angie S

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How will these initiatives continue in 2022?
Constantly review what new things you can do to support community
What does this mean for new event learnings?
We have to meet our customers where they are.
Let's share what we learned with each other
sharing podcasts
1:1 ratio of in-person to digital event doesn't work
Offering options for different levels of engagements
Digital, live and in-person offerings.
People still keep the deep work time - it's become a good habit
People are still creating space for that focussed time.
Masks, vaccinations, etc required in line with CDC guidelines
How do we help in person attendees to feel comfortable?
"we have an option for you"
Create their own adventure
People just want choices
offer lots of options for content programming
opportunities for people to react in real-time

"In the Midst of all this, I have learned that I can do really hard things.
I am resilient."
- Angie Smith

Meet people where they are is something I have been saying over and over. Totally agree.
- Alison Davidson

I plan to normalize "walking" appt with customers!
- Terri Russell

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We remind our team that we can only control what we can control. With events being a moving target it's easy to stress over things that are out of control and impact our day to day responsibilities.
- Jennifer Garcia

"We Need Time to Rehabilitate from the Trauma of the Pandemic" HBR article
You too can do hard things - it's ok sometimes to be your own cheerleader.
If you're not getting what you need - do it for yourself

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Ask how we can help or contribute - am i listening, affirming or do you need input?
People are motivated when we are thinking about and having conversations about growth.
it's ok to ease back into live events
As you are inviting people into a dialogue, you have to begin with the hook - what's important to them
Lunchbox it for me!
Snack exercises!
What we've done in the past - is not always the right way - Kim Gishler

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I'm so proud to be a part of a group like CEMA where we support and celebrate one another.
Love this group, thank you for the positivity and motivation!
- Julie Van't Hul
Thank you Angie! That was the least amount of multitasking I've done during a webinar!
- Anne Gorman

We also record all of our meetings so if you're invited to attend as an FYI and can't go due to other commitments, you can watch later and catch up.
- Jennifer Garcia

As a leader, I have also become a cheerleader to keep the team excited. I celebrate our wins to keep morale up.
- Heather Griffin

We all want or need a cheerleader!