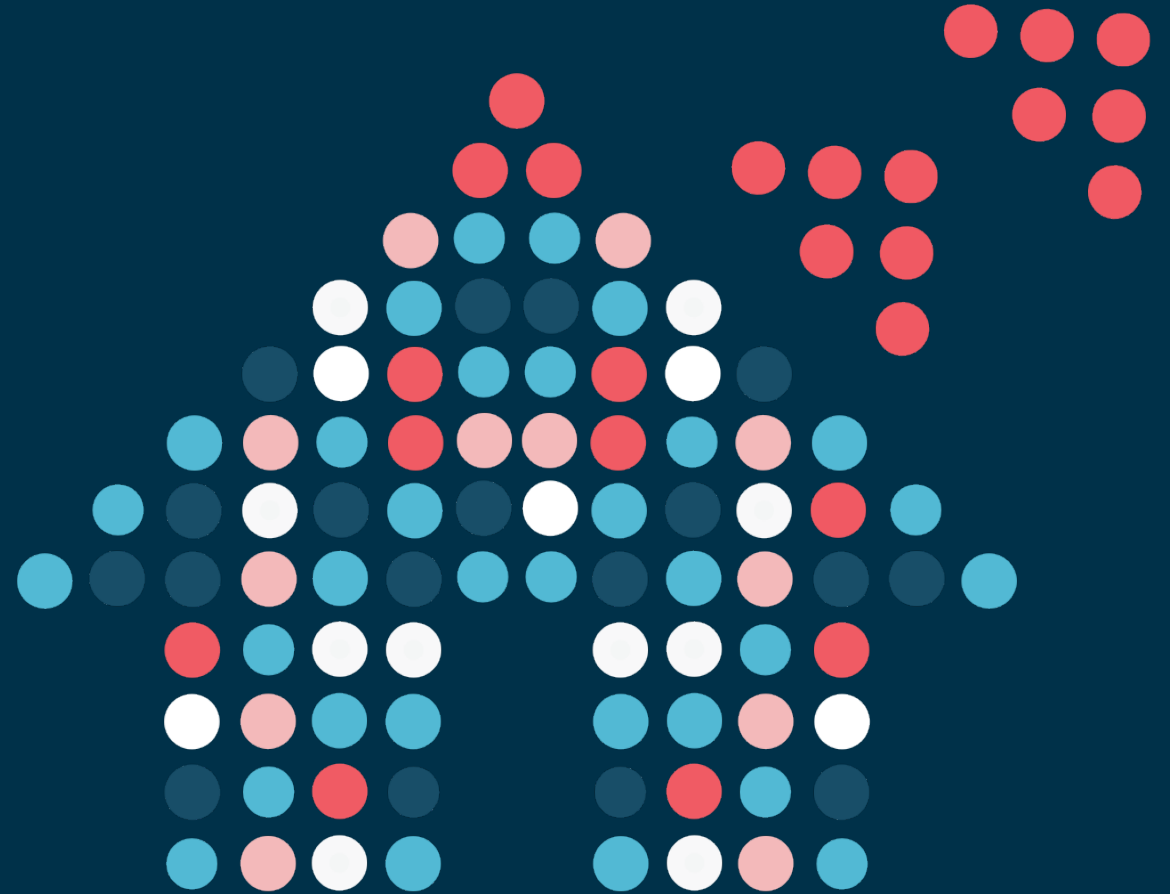




LFH in this WFH World

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Deidre Paknad

CEO and co-founder, WorkBoard

Deidre is CEO and co-founder of WorkBoard. She's led several high growth organizations as a founder and as an executive at IBM.

Her global business at IBM was entirely WFH from 2010 to 2014, along with nearly 200,000 other IBM employees.

She is a regular speaker on results alignment and hosts The OKR Podcast. She's twice been inducted into the Smithsonian Institution for innovation and has 17 patents. Goldman Sachs named her one of the 100 most intriguing entrepreneurs of 2019.

About WorkBoard



WorkBoard's Enterprise Results Platform enables high-growth and high-scale companies to align on outcomes, measure results, coordinate actions and better manage meetings.

Its OKR and WFH coaching services and certification program drive fast success for customers.

Comcast, Microsoft, Cisco, Workday, Zuora, Seismic, Cision, Malwarebytes, McKesson, Samsung and many others rely on WorkBoard to drive their business forward.

a16z, GGV Capital, M12 (formerly Microsoft Ventures), and Workday Ventures are key investors.

www.workboard.com

The Human Considerations



Managers need to think beyond the obvious video-and-chat tools, to the human aspects that keep our teams happily and purposefully engaged.

Proactively manage people's fear and isolation.

The at-home work environment may not be as comfortable as the desk at the office.

People are being asked to have less human interaction, movement, and time outside — yet these all enable them to handle stress and fear well!

For team members that spend time with customers in high engagement roles, a week of work from home will be hard and a longer run even harder. Be sure to address the interaction gap.

New members of the team may struggle to connect because they won't have the coincidental conversation opportunities they'd typically have in person.

Make WFH Work for Your Team



Buoy culture and connection with your actions and guidance, while you respond to the health risks. All drama all the time will overwhelm the business – laughter goes a long way right now.

- 1. Bias to video-first conversations.** If the chat is longer than 3 lines, click the video call option on Slack, Microsoft Teams, or Cisco Teams instead.
- 2. Weekly all-hands that focus on lateral learning and allow** team members present their successes, practices, or work product – this keeps silos down and fosters conversation.
3. Weekly **“best outfit on a video call”** contests are fabulous. Don’t underestimate how much your team needs to laugh together right now!
- 4. Create an “HOVLane” Slack channel** for “home office views” where folks post pics of where they’re working today – it’s an easy and magical way to connect.
- 5. Walking AMA (ask me anything) calls** every week. When you’re WFH, you end up sitting a lot. These calls gets us moving together; you have to be walking to join, even if it’s just around the house.

Make WFH Work for Your Team



6. **Record a “daily dose” to jump-start the day.** It’s the 5 minutes of perspective I would have shared if we were getting coffee in the kitchen together.
7. **Send spring flowers weekly to people’s houses** to bring the outside in and brighten whatever it is they’re using for a desk.
8. Our Chief People Officer is changing up our new hire onboarding process as well as running a **weekly huddle for managers to help them be good listeners** and leaders in challenging times and to give them some ventilation room.
9. Track team members with at-risk family members. We’ve built a stock of **symptom-relief and food kits** for team members who become ill or must isolate.
10. **Give a stipend to upgrade home offices.** We’re looking at other ways we can provide services, including helping with kid activities as many of our staff face the complexity of school closures.

Respond *and* Run the Business



You're a digital leader now, whether you're ready or not. What was once *run and grow* the business is now *run and respond*. Efficiency, transparency and leadership scalability are key.

Stop employee spin with OKRs this quarter

You don't have perfect foresight, but the team wants your best guess. Use OKRs to channel energy, reinforce purposeful work and drive value to customers and the company.

Working transparently is foundational to working with trust and effectiveness

Transparent commitments, results, actions and decision are crucial now. Managers and teammates should see progress without pinging for it; they are more effective when "where are you on this?" isn't the dominant conversation thread and individuals can move forward independently.

Avoid meeting mania – spare energy and resources

More meetings is not a sustainable path forward. Meeting all day saps energy and leaves everyone frustrated by their inability to do meaningful work when all their time goes to meetings – and meaningful work is exactly where you need focus.