

Enthuse Your New World....

"The people who looked for ways to support, empathise & collaborate are the people who I'll work with in future"

Aimee Bateman
Founder & CEO at
Careercake.com.



Aimee is driven by helping people to be seen, heard & valued in their career so it positively impacts every part of their life.

Careercake provides video learning content to power your career, talking to people in the way they want to be spoken to, about the stuff they really care about.

Aimee's work helps people to understand their value & feel like they truly matter.

React

My initial reaction was calm. I'm quite good at dealing with stress & uncertainly – I'm a start-up entrepreneur after all.

Personally, I ensured my mum was ok & that she knew the severity of the situation. She has severe COPD & lives alone, so I needed to ensure she was ok & had her weekly shop and video calls.

Work wise I ensured everyone was ok & things didn't really change much for us as we are home based & are an online video learning company, so everything has been online for us for the last 10 years anyway, so operationally things didn't change at all.

We are a small team & we work very flexibly, so ensuring everyone knew they could take that flexibility to the next level if they needed to was a simple decision to make.

Response

In the first few weeks, my team & I seemed to chat most days. Not because we had to, because we wanted to. It all seemed so strange & chatting with each other brought us comfort & normality. But as the weeks progressed, we all began to find our new 'normal' & our catch-ups went from daily to just once or twice a week.

Immediately we knew people would need our content more than ever & many wouldn't be able to pay for it, so we increased our free content access from 7 days to 14 days & uploaded a large number of our paid for courses, to our YouTube channel so people could view & learn for free.

As an online video platform people expected us to release new online videos about COVID almost immediately, but we all felt it was more important to stay quiet & just listen initially. We watched, what seemed like everyone, releasing videos and webinars on how to best work from home & wanted to make content that added value in different ways.

We launched a Q&A with our viewing community & asked them what they needed help with the most. We ran that survey for 2 weeks & then chose the top 4 questions that people submitted & filmed new content on those topics.

Repurpose

We are a small team & will continue to work flexibly & from home, even after this has settled. In fact, I don't intend on ever having an office again. We haven't changed anything about what we do, as we are already an online learning content company, but we have changed the way we do it. We now offer monthly subscriptions rather than annual contracts & will continue to give our clients & end users more flexibility in the way they work with us.

When it comes to relationships, I will remember the companies who tried to sell to me during this time. I appreciate every business need to make sales, so they can make revenue and they can pay people. I've run my own company for 10 years & employ multiple people, I totally get it. But I've never been 'sold to' by as many cold sellers via email, or LinkedIn as much as I have over the last few months. The term 'ambulance chasing' comes to mind and I will remember those people & won't ever work with them in the future. The people who looked for ways to support, empathise & collaborate are the people who I'll work with in future. When times are tough, you see the real character of a person, brand, company & people will remember how they were treated during this time. I certainly will.