

Enthuse Your New World....

“Our thinking now is all about how we can make meaningful connections whilst operating remotely”



Mark Leach Managing Director at User Conversion.

Mark is a fan of working with like minded, no-nonsense people who don't take themselves too seriously.

He leads the team at User Conversion where he is responsible for the strategic direction of the e-commerce business.

Mark is an exceptional public speaker & mentor who loves his coffee & vinyl records.

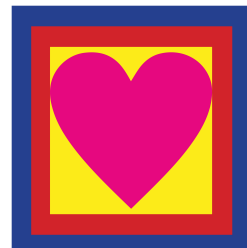
React

Everything was done quite calmly; we had the advantage over many having operated a policy of 'work where you want & when you want' for the last 18 months. The office closed its doors & we took up remote operations with very little fuss. In those first few weeks I over communicated, quickly sharing news of anything that was happening & sharing experiences openly. Mostly to ensure that no news was left to percolate without the full picture. I had experienced the 2008 banking crisis, yet many of my colleagues were still in education at that time. So I made every effort to share my experiences & predict some of the challenges we were to encounter.



Response

I wanted to be very clear & concise with my response & leadership approach. I had 3 simple messages for everybody - keep making decisions, ask 'how can I help', & remember every hour matters - & repeat these each time we were together. This was critical to me, as the natural reaction to huge change is to grieve for what has gone & that wastes time, gets you into a funk & you stop making decisions. My aim was to power through grief by showing the team what was next, that we would get a chance to experiment with the new & that was where we as a team naturally do our best work. When we lean into the anxiety, front it.



Repurpose

Our thinking now is all about how we can make meaningful connections whilst operating remotely. There's technically nothing we can't achieve whilst sitting at a dining room table, but without human interaction you do risk losing creativity & magic moments. We've had to think about how you create those virtually. Interactions with each other are less frequent, but more invasive than ever. You can be at home on your own for 7 hours, but for one hour a colleague is looking into your home & so that creates a spike in intimate interactions, which can be followed by periods of isolation. So we are adapting our approach to wellbeing & supporting the mental health of our teams as a priority.

