



# #work from home cultural shift



ONLINE WORKSHOP MARCH 27, 2020

Prepared by the Innate Motion team





**Moniek Tersmette**

business humanizer & co-founder

Amsterdam

Moniek@InnatemMotion.com  
+31 654 266 960



**Fernanda Trevisan**

business humanizer & partner

London / São Paulo

Fernanda@InnateMotion.com  
+44 7576 172588



**Benoit Beaufiles**

business humanizer & co-founder

London / Paris

Benoit@InnateMotion.com  
+33 62 988 2904



**Mark Hauser**

business humanizer & partner

London

Mark@InnateMotion.com  
+44 773 0594571

# #WFH forced upon many

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We collected recent WFH experiences during an online workshop on March 27, 2020. We are grateful for all the attendance and input.

We combined the real life stories with the Innate Motion years of working from home.

This led to a concise document that gives a perspective on #WFH and practical tips. We hope this enables you to grow in the new working context.



# office confirms professional identity

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The office belongs to the entity that is the company. It is all business like. It smells of corporate air freshener, printer ink, warm electronics and energetic fragrances. Most CEOs we meet have an air of authority to them and write short email responses with 5 words. Heads of R&D are bright minds but wear uncoordinated socks. Our actions in the landscape of the office confirm our professional identity. As we dash off our thoughts on the whiteboard, or speak at the lectern in the conference room, we become a leader navigating the company through rough water.

Source: [Subodh Deshpande](#), partner of Innate Motion



# when private home becomes workplace

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Our personal self is hidden away at work. It shows up occasionally at after work drinks but by and large we are told to manage it. If we have strong views about the Christmas party, we are told to keep quiet and we never wear shorts and land up at the office.

Working from home is a great opportunity, to emerge out of this corporate shell that has enveloped us. Your home is after all your most personal space. It is the cocoon that you have built for your loved ones and yourself. This is where you retreat to every day from the physical and psychological harshness of the world. And now your sacred sanctuary, your refuge, has become your place of work. How should one behave?

Source: [Subodh Deshpande](#), partner of Innate Motion



# human framework

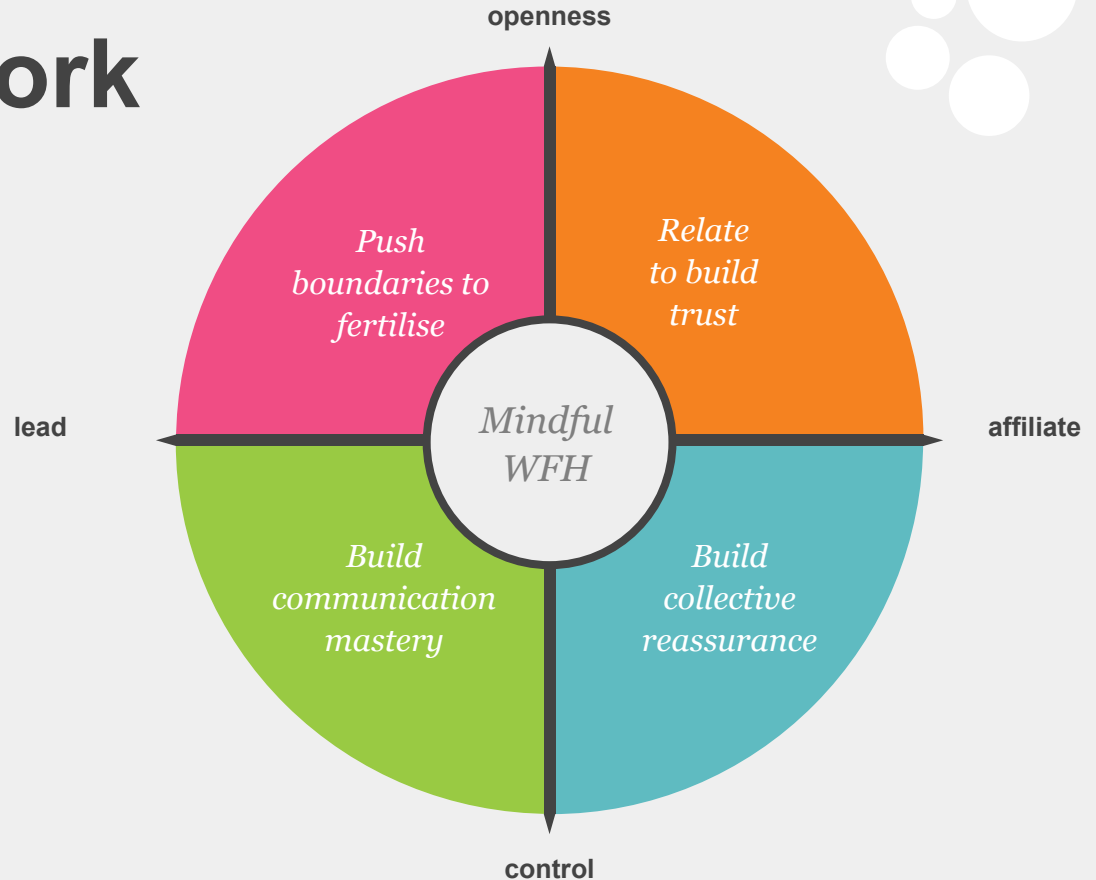
Corona/COVID-19 is disrupting our routine. It requires a behavioral change that is not easy.

It is key to bring the 'personal you' and the 'professional you' closer together.

Let the walls between the personal and professional become porous.

Be mindful about the changes that WFH brings automatically.

We explain this mindful WFH from different perspectives in the next pages.



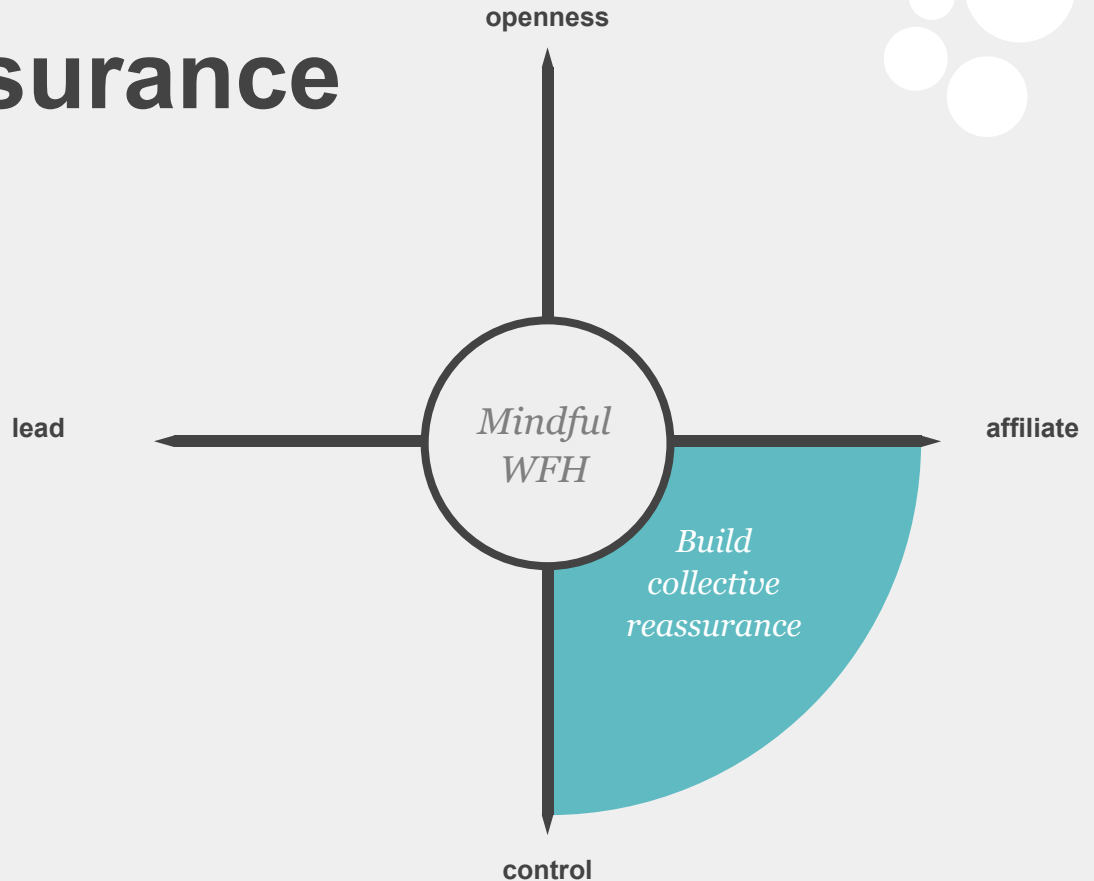
# collective reassurance

**Insight:** Working from home is new. We are looking for a collective reassurance while facing an unknown future. We lose the closeness in the office, so we need to dial up the connection virtually.

**Values:** transparency, trust, security, honesty

**Behaviour:** Make all behavior, small and big, transparent for everyone. Technology is a big support in this. People need to step up in sharing their actions and whereabouts.

**Tips:** Look after yourself. Be guided by your personal life. Follow your lunch, dinner, grocery and gym routines and fit meetings in between them.



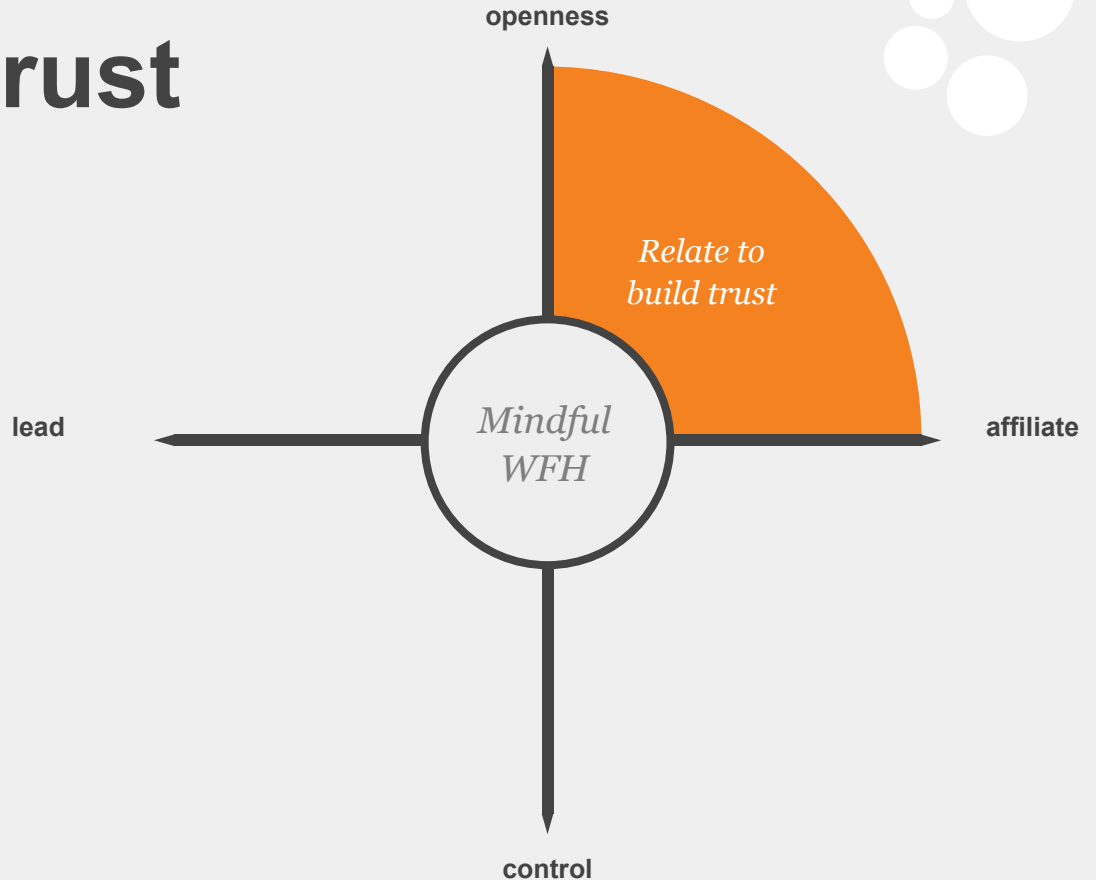
# relate to build trust

**Insight:** Working from home breaks the small habits that make human connections work: when only the transaction remains, we lose effectiveness. As we shed accountability to a place, we need to develop accountability to the people.

**Values:** inclusivity, respect, generosity, openness.

**Behaviour:** Make the technical connection human. Recognize the new context that people are in.

**Tips:** Get personal in your interactions. Turn around the laptop to show your environment.





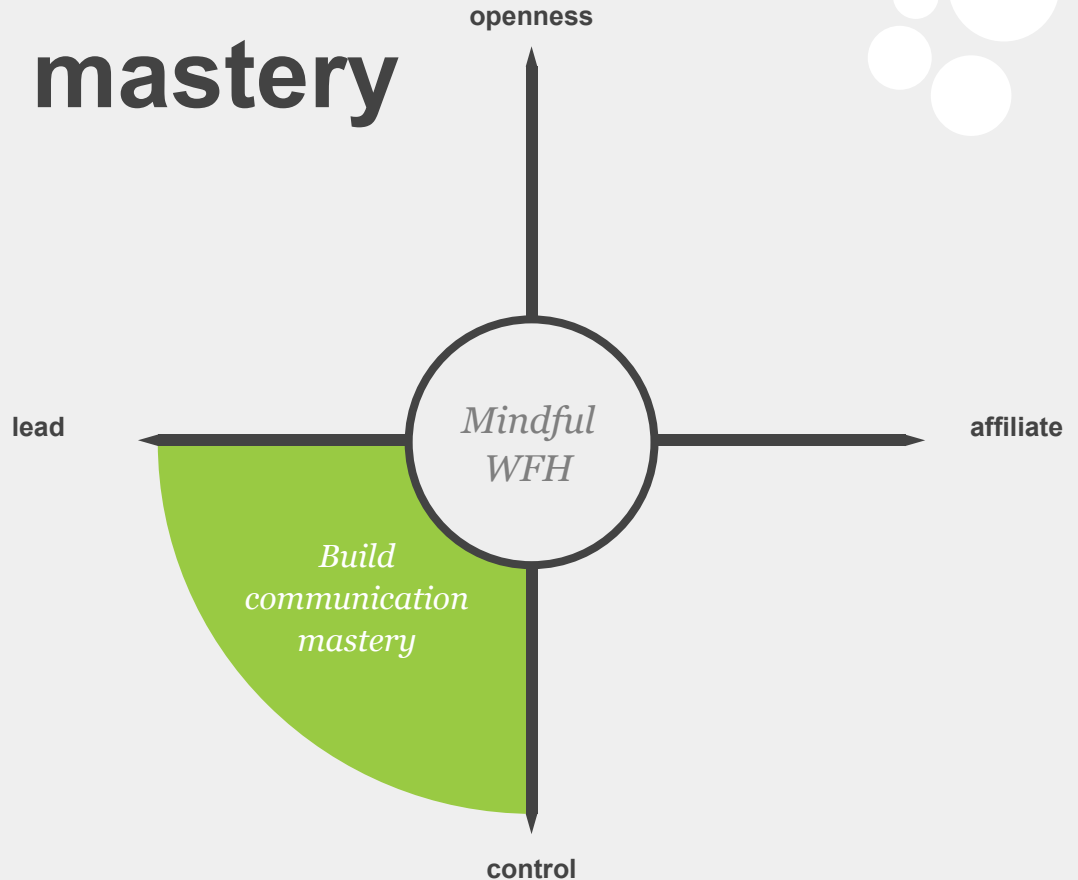
# communication mastery

**Insight:** Working from home means a change in the communication, and the loss of our intuitions, 5th sense, natural empathy for what happens in a meeting. We need to dedicate time to learn how to collaborate efficiently.

**Values:** independence, self improvement, ambition

**Behaviour:** Choose tools and technology that maximise the sharing and transparency. Support each other in using them best. Act and learn now. No need to wait for the training.

**Tips:** Make your meetings from different locations to make your day more dynamic. Listen to what is not said - consciously.



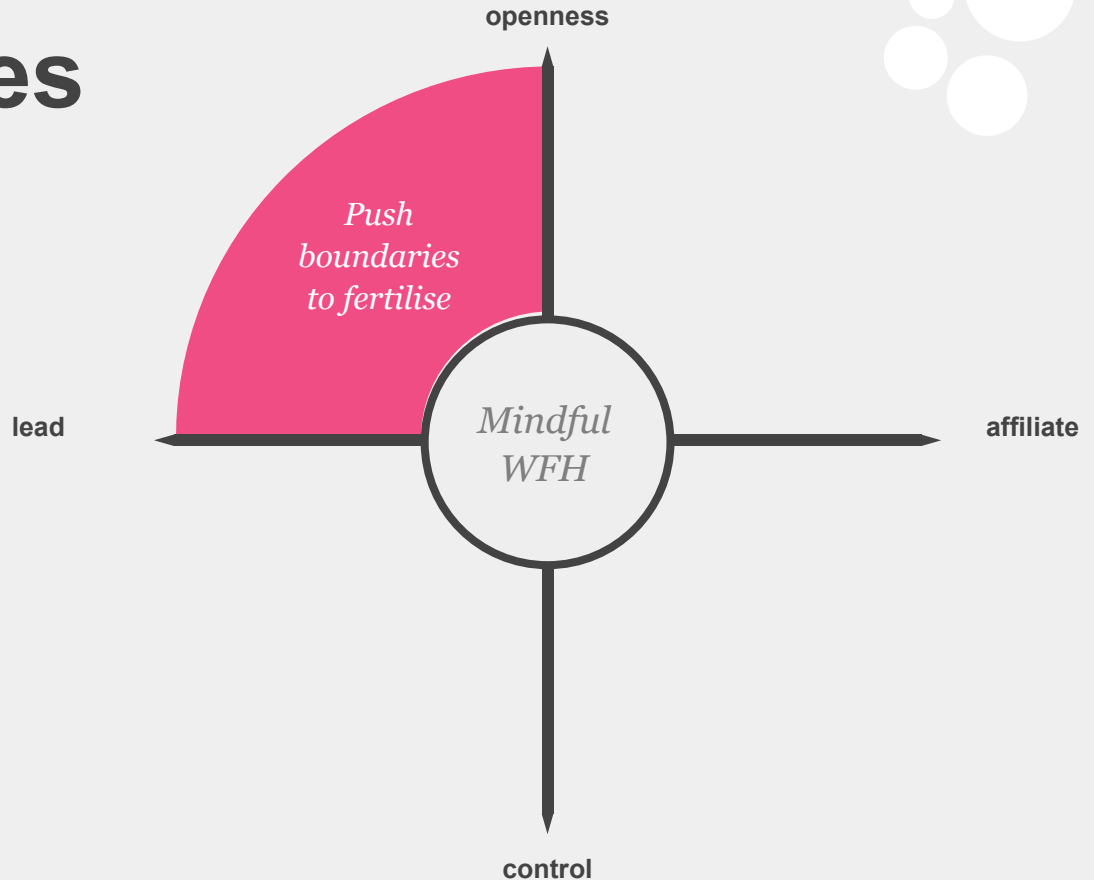
# push boundaries

**Insight:** Working from home pushes our boundaries and opens new opportunities. At least if we find energy and mental space to work on it. A bigger freedom to manage our routines comes with the chance to make things much better than they were.

**Values:** Freedom, courage, open-mindedness

**Behaviour:** Liberating your personal self and letting it skate away freely into your work world.

**Tips:** Go take a walk to think about a task, crack it, come back and apply it. Adapt your schedule and behavior to the new situation. Avoid sticking to the old when it is not beneficial.





# online workshop series

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Sharing our experience and insights on topics that could help our friends, partners and clients in this time of crisis.

**27 March @ 2pm-2:45pm CET**

Creating a relevant “work from home” culture, with Moniek Tersmette, Benoit Beaufls and Mark Hauser

**3 April @ 2pm-2:45pm CET**

Leading with human sense in times of crisis, with Christophe Fauconnier, Kanchana Moodliar and Aurelia Petrov

**9 April @ 2pm-2:45pm CET**

Home-to-home research, with Joyshree Reinelt, Gilda Zárate Chabluk and Arya Djoehana

**17 April**

**2pm-2:45pm CET | 4pm-4:45pm CET**

Home-to-home workshops, with Femke van Loon, Riccardo Cristiani and Arnaud Tausiaux

**24 April**

**10am-10:45 am CET | 2pm-2:45pm CET**

Brand engagement in crises times, with Meggan Wood, Subodh Deshpande and Yaw Sarkodie



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THANKS TO ALL FOR PARTICIPATING

STAY SAFE, KEEP THE SOCIAL DISTANCE, MAKE THE BEST OF WFH

