



Doing Work That Matters: A Look Beyond the Idealistic Notion of 'Doing Meaningful Work'

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It's a little bit of a PEP TALK...

started as a pep talk

I used to give myself (still do)

VISION: A World Without Fear of Cancer

I FEEL THIS
at
my
CORE

A COMPANY I HOPE YOU'LL NEVER HAVE TO BECOME FAMILIAR WITH... WE CREATE ONCOLOGY HARDWARE & SOFTWARE to deliver multi-disciplinary CANCER CARE

My talk is for people who are feeling tired and overwhelmed about the challenges and obstacles of trying to do WORK THAT MAKES A REAL IMPACT ON OUR WORLD.



MY MOM DIED of GASTRIC CANCER ABOUT 5 YEARS AGO

feet in the water ~ 2007



MY DAD DIED of PROSTATE CANCER JUST A FEW MONTHS AGO

enjoying ice cream ~ 2009

Getting ready for Prom right now

The examples I'm sharing are healthcare-focused but the kind of disconnect in many large-scale domains

WHERE THE PURPOSE & IMPACT IS MORE THAN FINANCIAL GAIN

OBSTACLES

1. It's regulated.

BEGINS WITH BECOMING AWARE OF THEM BARB shares examples... HUNDREDS of PAGES

It sure seems to take the FUN out of meaningful work if it seems no room to innovate or be creative, influence product

PEOPLE EVERYWHERE USE THIS: CLEAR & THOUGHTFUL

2. It's big and complex.

TEMPTING TO THINK THERE WILL BE QUICK FIXES or focus to deliver impact quickly

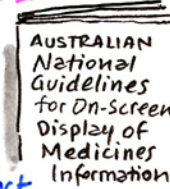
BARB shares CANADIAN COVID EXPOSURE APP - JULY 2020 (SEE VIDEO)

3. It's sensitive and it matters.

"MOVE FAST and BREAK THINGS" beloved tech motto EXCEPT when those 'things' are cancer patients EVERY PRODUCT DECISION AFFECTS PEOPLE

IDEALISTIC NOTION VS. EVERYDAY REALITIES

EXCELLENT



"Don't Kill Grandma."

My cross-functional ONCOLOGY PRODUCT TEAM uses this phrase a lot.

WE HAVE PEOPLE'S LIVES AT STAKE

WHEN I TALK ABOUT DOING MEANINGFUL WORK

IT DOESN'T GET MORE MEANINGFUL THAN THIS

IF I CAN USE MY SKILLS and my TIME and my ENERGY to give GRANDMAS more years of dipping their toes in the river, and GRANDPAS more years of getting ice cream dripped on their head,

THAT IS WHAT I AM GOING TO DO.

BASICALLY...

I ENCOURAGE YOU TO FIND YOUR VERSION OF THIS MANTRA Concrete idea that anchors you to what brought you there initially

NOT REGULATED NOT TOO BIG NOT TOO COMPLEX LESS SENSITIVE STILL MEANINGFUL

SO, How are we

supposed to do this work? WHAT FILLS YOUR CUP

COPING MECHANISMS

1. Look for short(er)-term wins.

FOR MY TEAM, IT FEELS GOOD TO SHIP SOMETHING... get product into customer hands GLACIAL SPEED is common YEARS

[SIDE PROJECTS that move fast NOT AS BIG REGULATED BARB shares an example w/ BIG IMPACT

2. (Re)connect with your users.

NEVER CEASE TO AMAZE ME WHAT SOME DIRECT (IN PERSON or VIRTUAL) CONTACT WILL DO TO ENERGIZE A TEAM

PERIWINKLE CARPET STORY CHILDREN'S ONCOLOGY CTR.

for example SITE VISIT to CANCER CTR. We come away with the expected insights and actions ALSO RAW, HUMBLING PERSONAL EXPERIENCES These become a source

3. Stay focused on the end goal.

COMPLETELY ABOUT MINDSET Remember: This is what you wanted to do.

Find super-sticky, super-catchy MANTRAS you can rely on to center you when things seem hopeless. MUST REACH YOU AT YOUR CORE.