

TEAM RESILIENCE THROUGH A PANDEMIC

Ariba Jahan
Director of Innovation
The Ad Council
[@aribajahan](#)

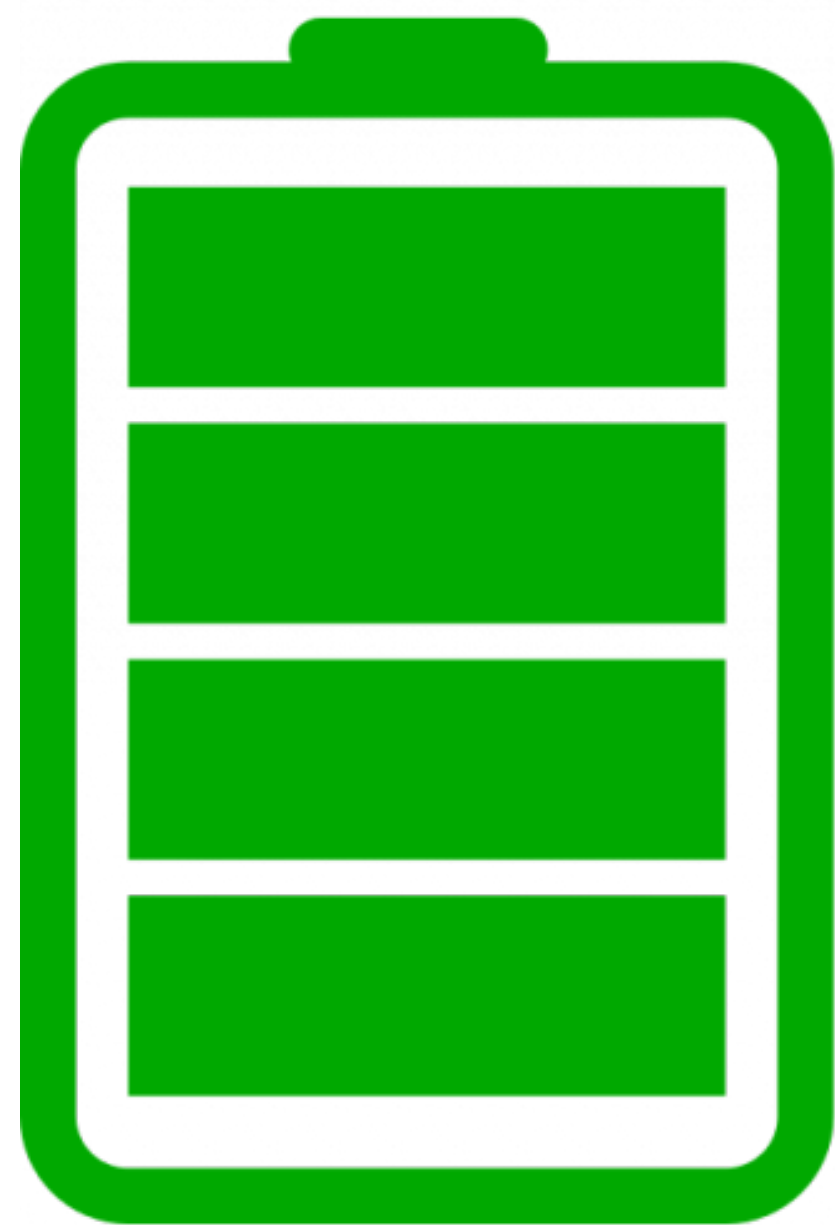
RESILIENCE

RESILIENCE

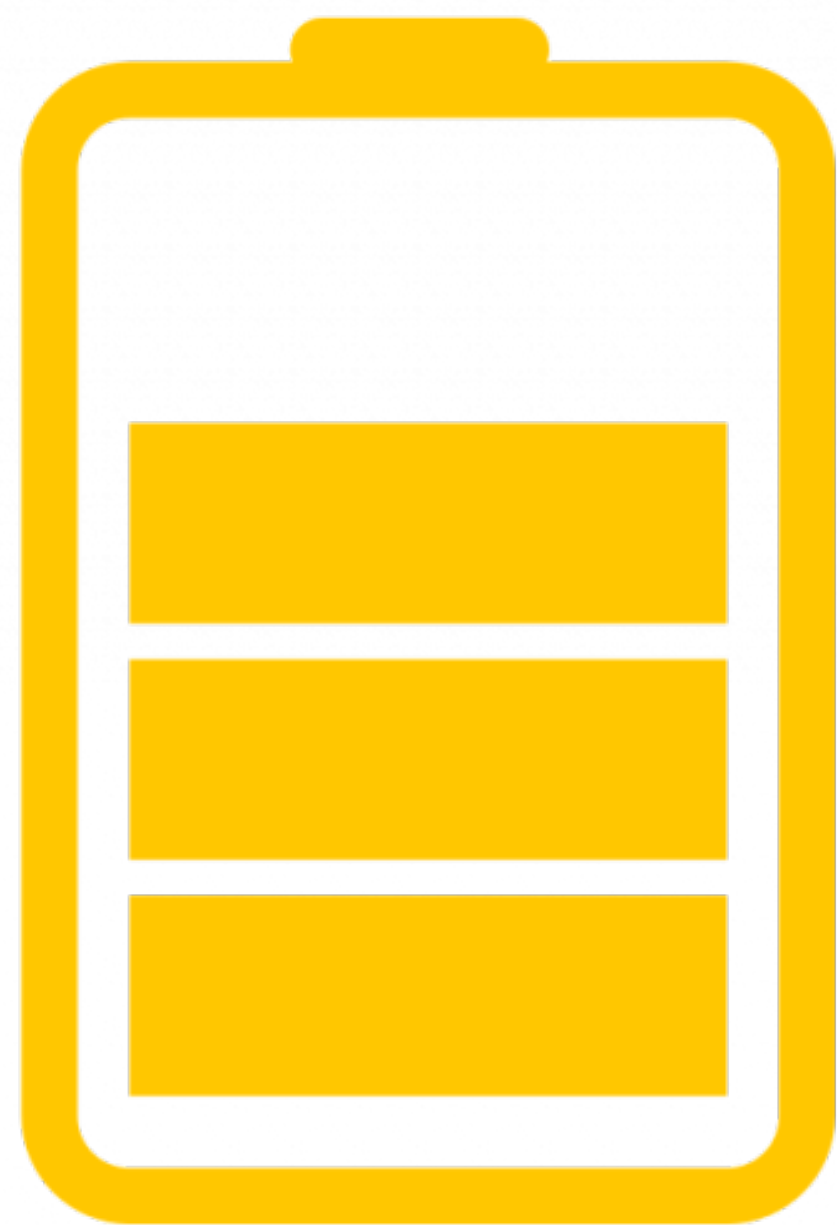
Resilience is being able to maintain self-needs & effectiveness at moments of change, tough demands, and adversity as well as being able to bounce back from setbacks.

RESILIENCE

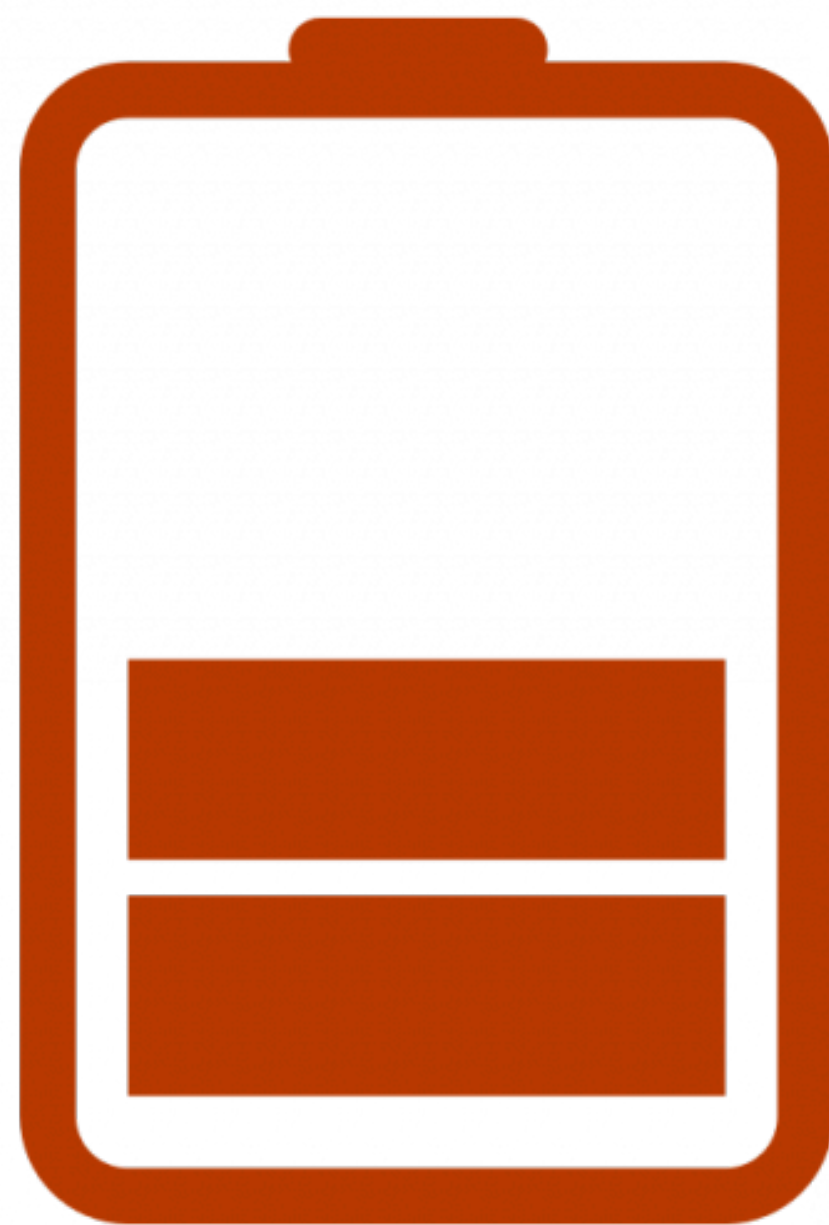
How can we can better ride the waves of change, embrace the emotions that arise along the way, and still have the resources to move forward?



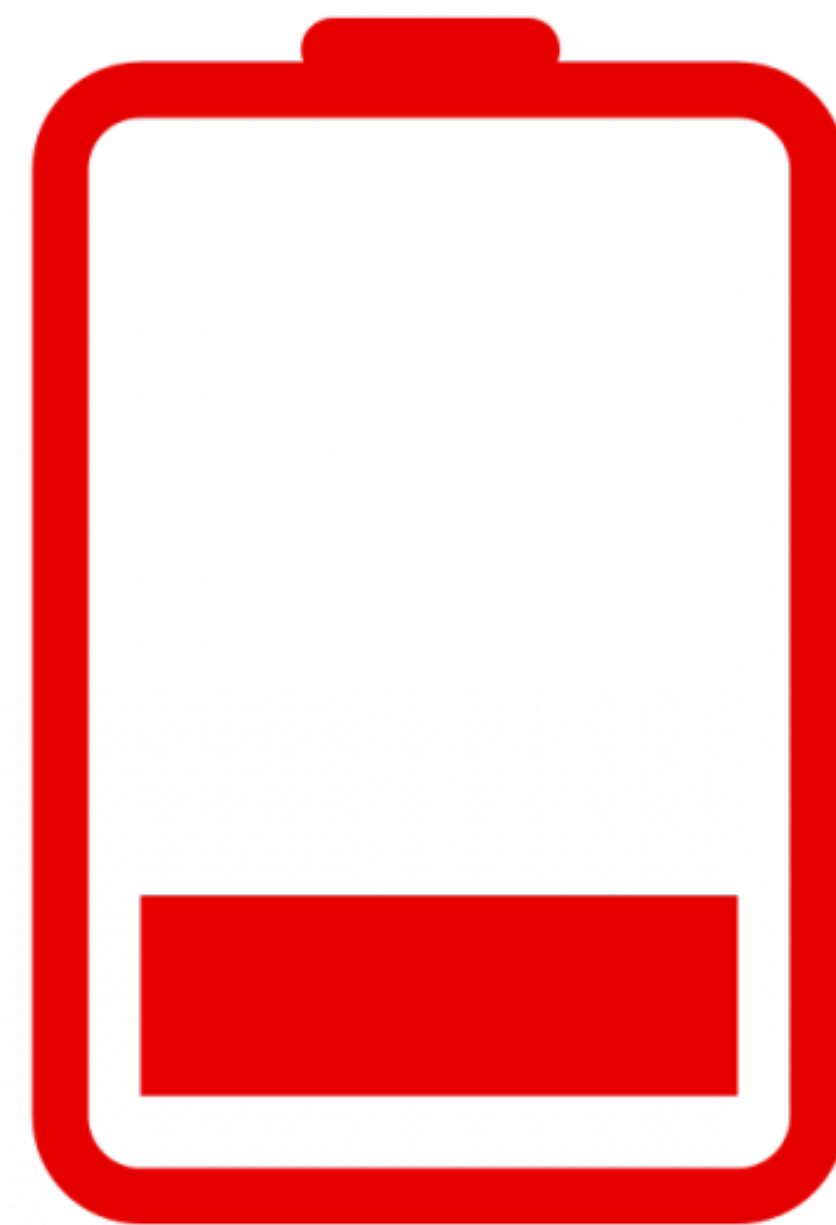
~ 100%



~ 75%



~ 50%

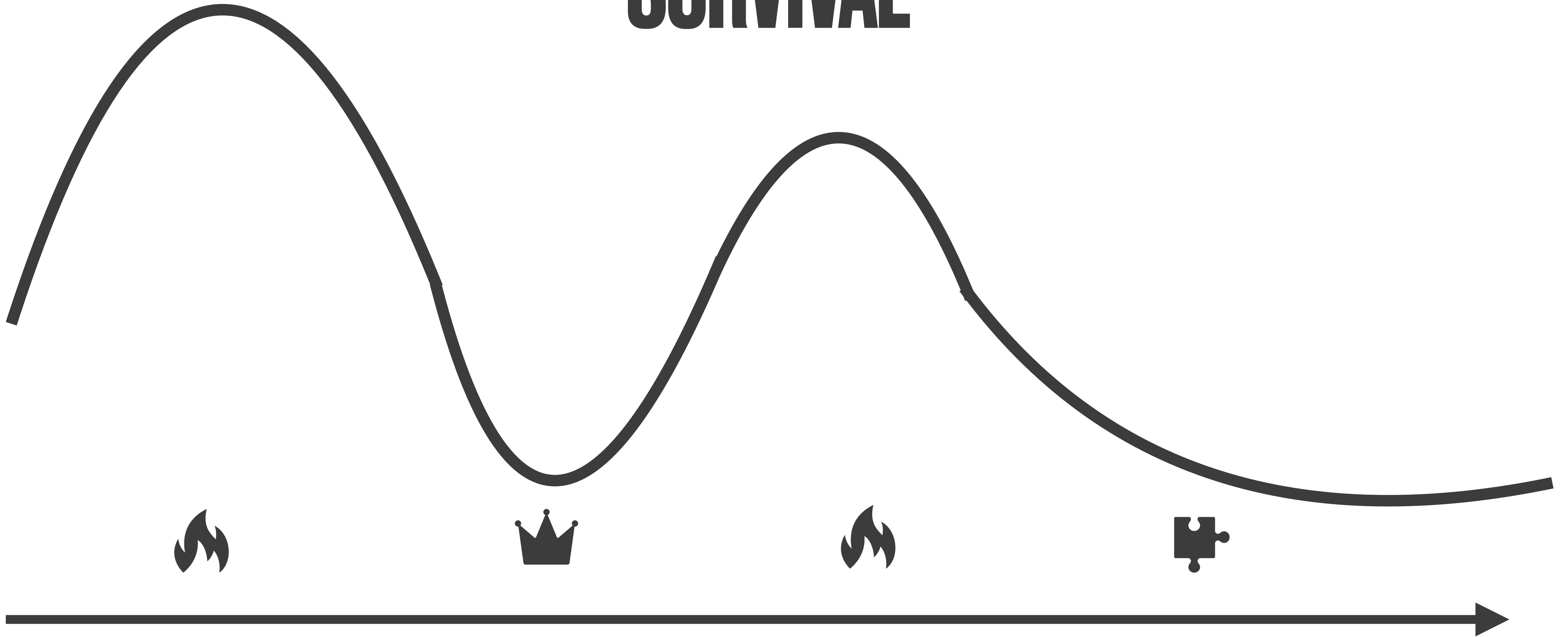


~25%

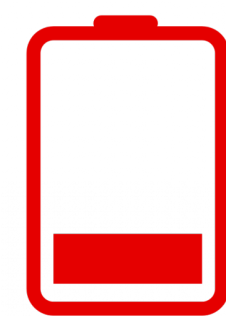
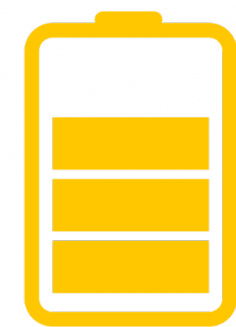
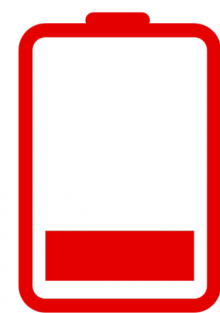
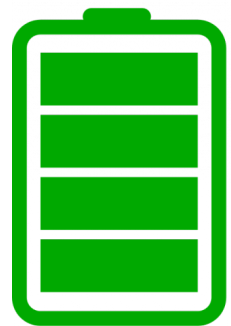
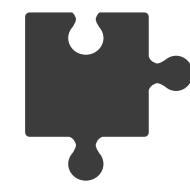
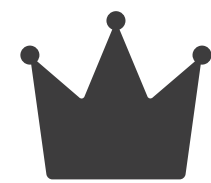
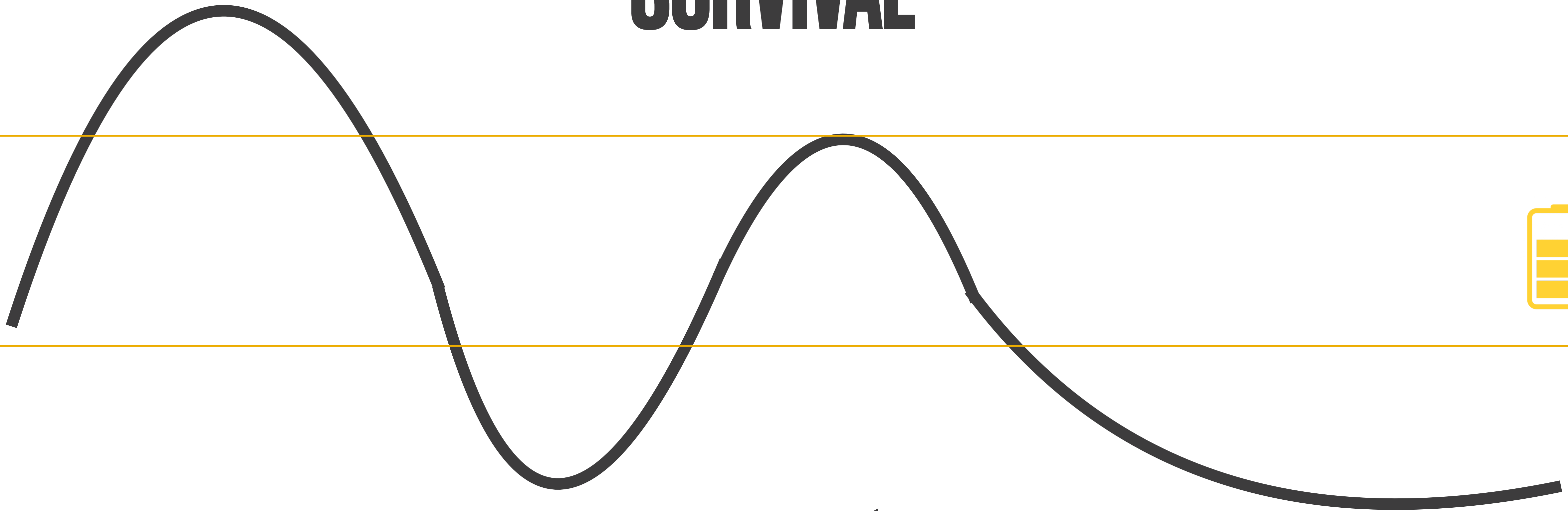


RESILIENCE ≠ SURVIVAL

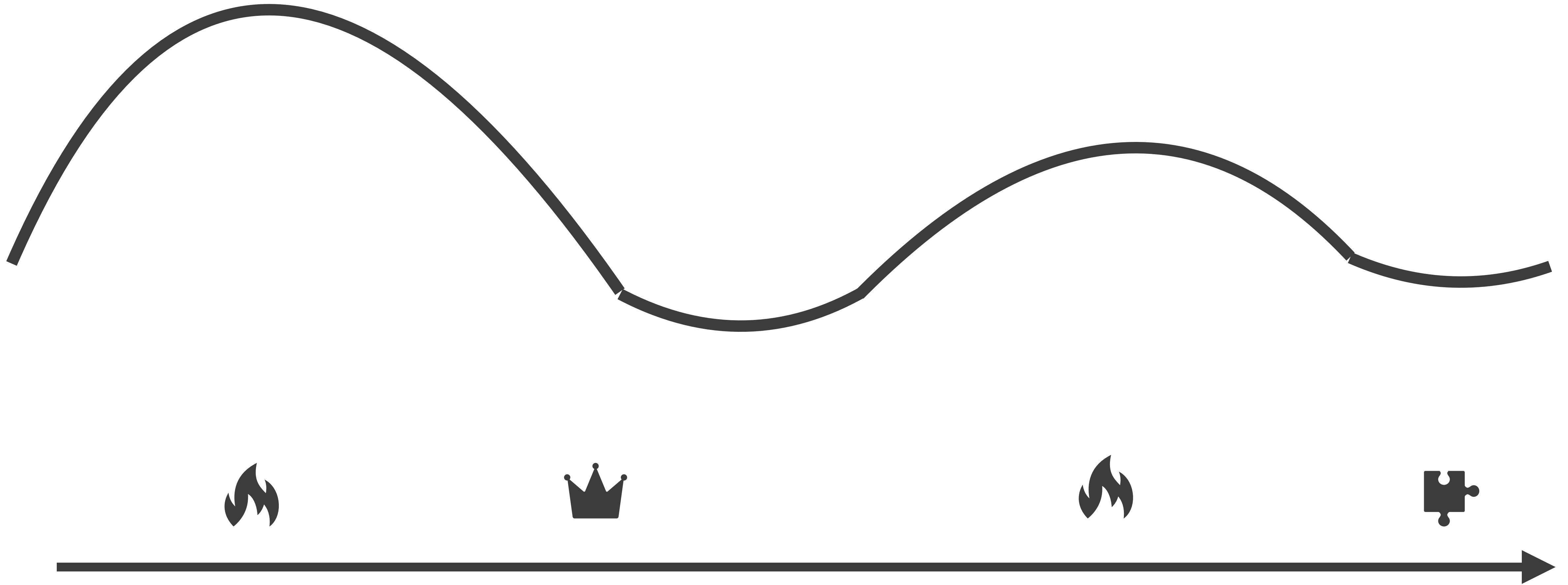
SURVIVAL



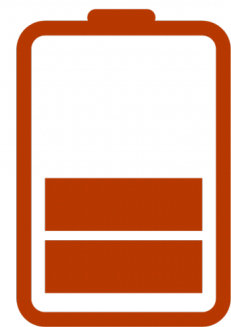
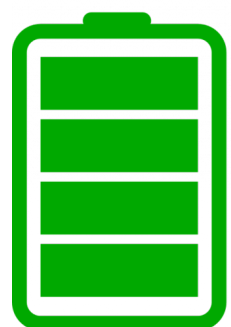
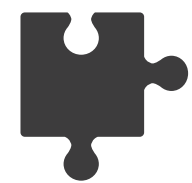
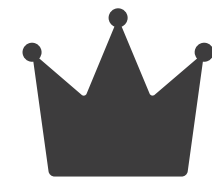
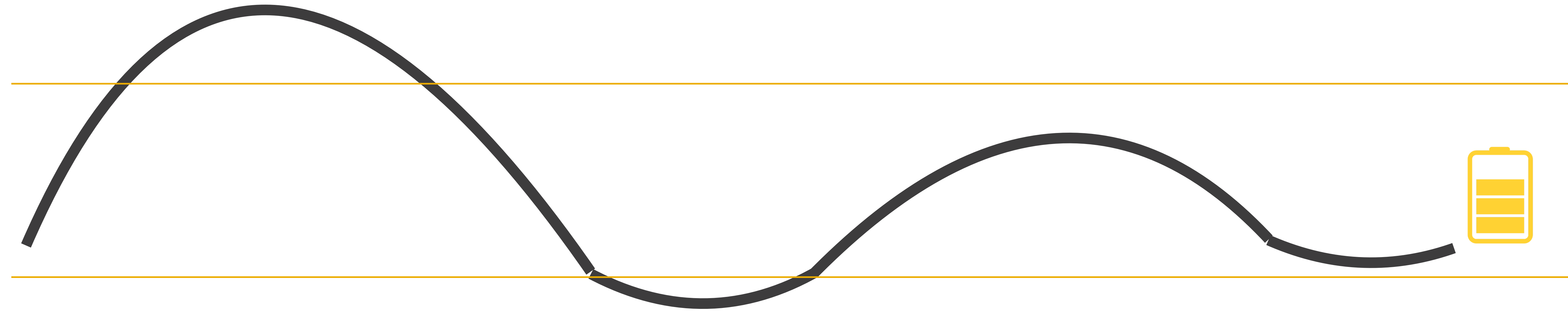
SURVIVAL



RESILIENCE

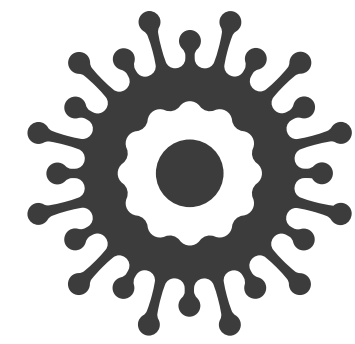
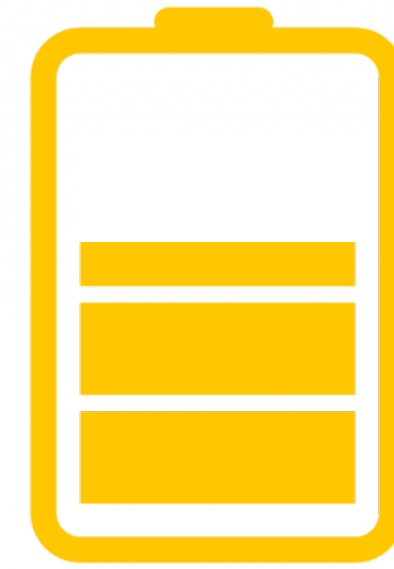
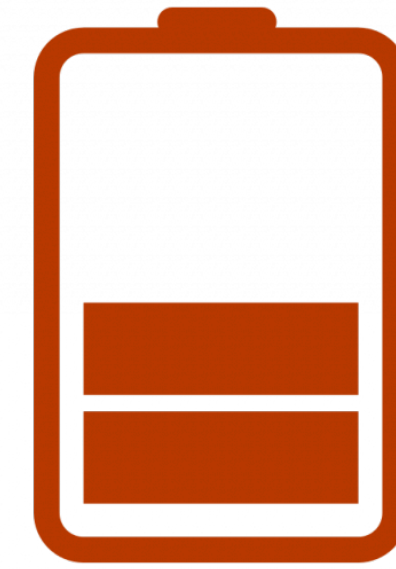
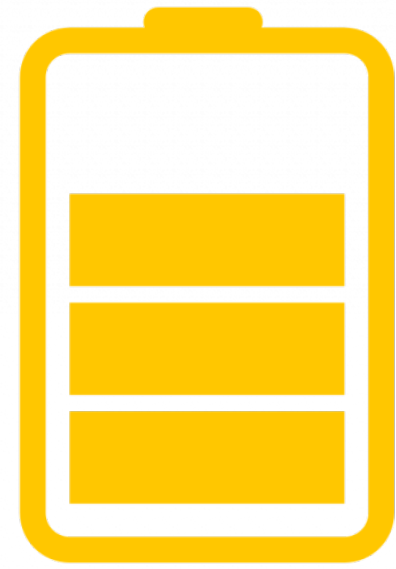


RESILIENCE

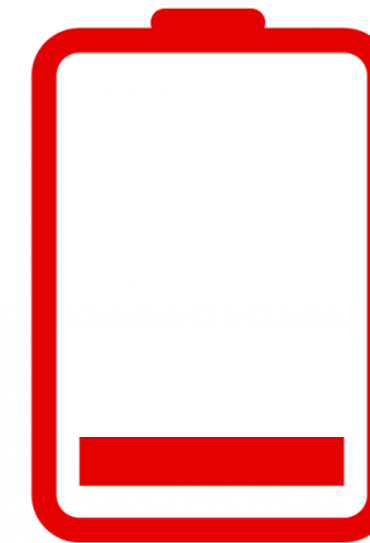
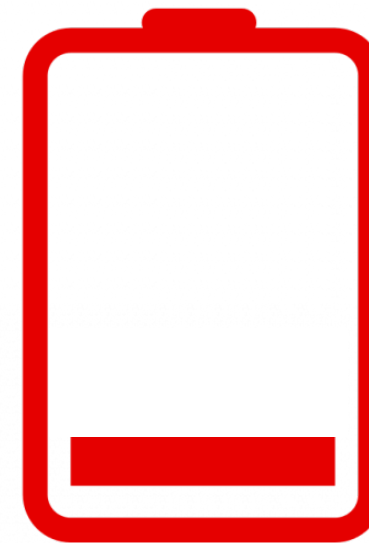
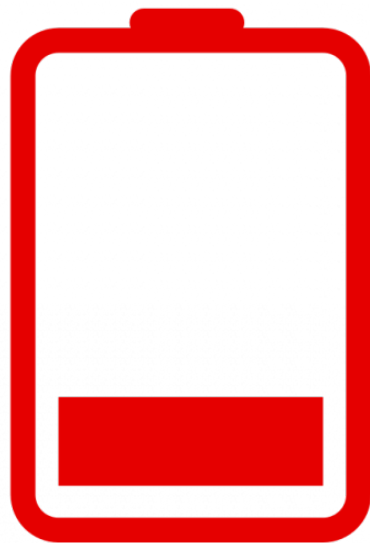


PANDEMIC INTERRUPTED IT ALL

RESILIENT MODE

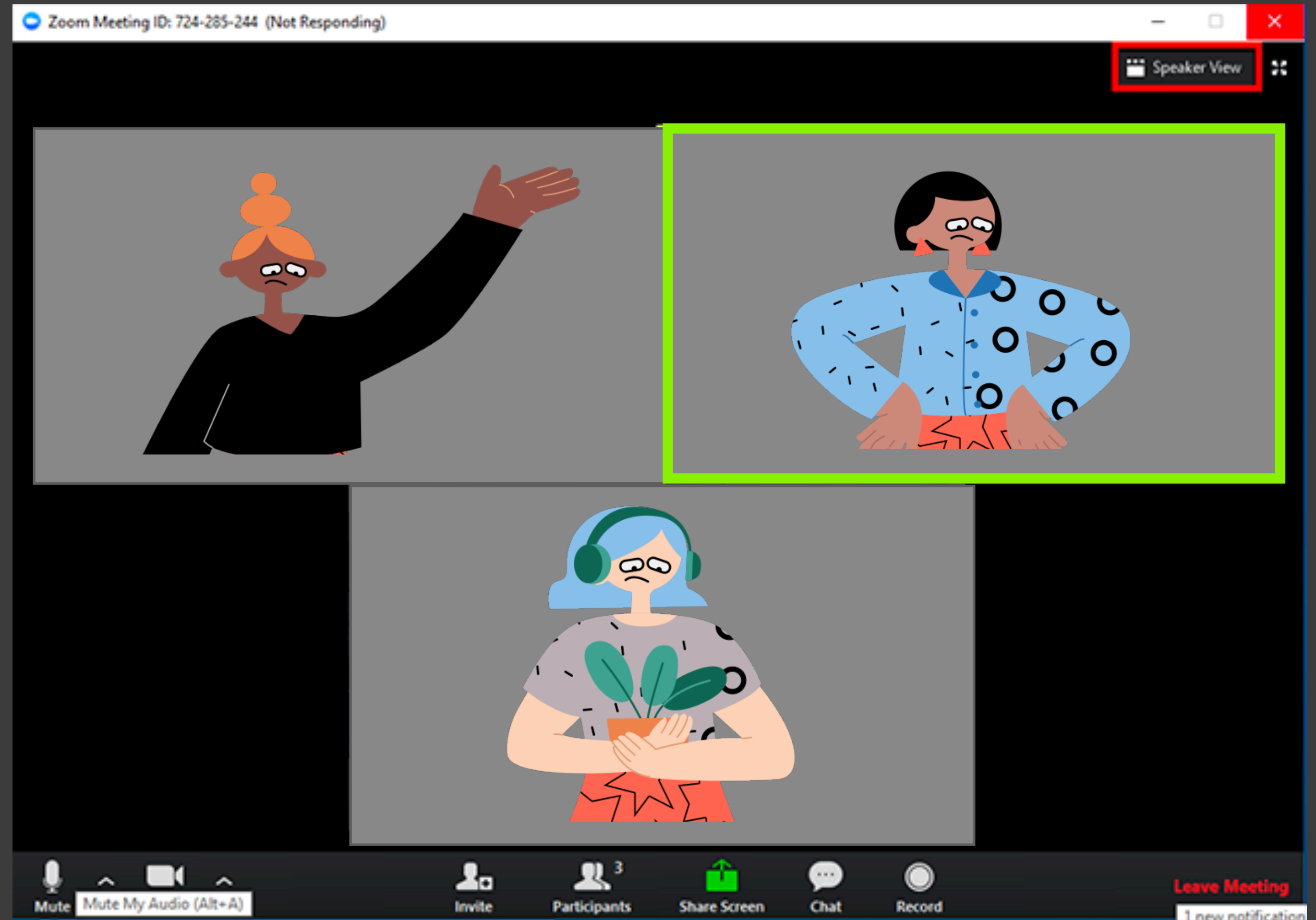


SURVIVAL MODE



**RESILIENCE IS A PRACTICE TO SUSTAIN OVER
TIME.**

TEAM RESILIENCE THROUGH A PANDEMIC



CHECKIN WITH YOUR TEAM AND CREATE SPACE

STARTING PLACE

- Remote for the first time
- Boundaries Disappeared
- New ways of collaborating
- Pandemic Productivity Guilt
- Emotional and cognitive burnout

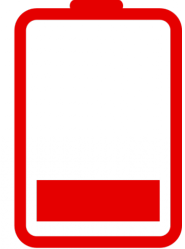

CHECKIN

- What's in your headspace?
- What's in your heartspace?
- What do you need from the team?

CREATE SPACE

- Acknowledge what's happening
- Judgement free space
- Show up as you are

SIGNALS

- What's a signal that you're in the  ?
- What's a signal that you're in the  ?
- What helps you recharge your battery?

CODESIGN COLLABORATION WITH THE TEAM

ASSESS TASKS

- **Ask: What would you like us to lean on you for in this project?**

ENVIRONMENT & EXPECTATIONS

- **Identify what tech to use, when & how.**
- **Cadence & method of communication**
- **Allow asynchronous work**
- **Normalize video off**

ROADMAP

- **Map out the week together**
- **Maintain feasible progress**
- **Define milestones & success**
- **Make shifts where possible**
- **Different headspace & emotional bandwidth needed for different activities**

CULTIVATE TEAM RITUALS AND NORMS

CHECK OUTS

- **Heartspace? Headspace?**
- **What shifts do we want to make coming out of today?**
- **What surprised you the most today?**

Gave the signal that we're done with the day.

REFLECTIONS

- **What do we want to keep doing?**
- **What do we want to change?**
- **Any surprises?**
- **What unknowns do we want to explore?**

UNSPOKEN NORMS THAT HINDER RESILIENCE

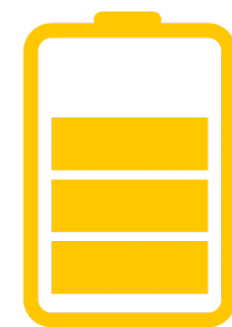
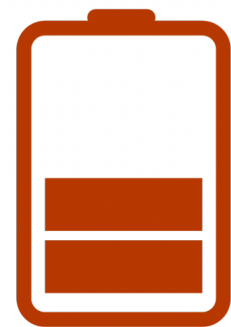
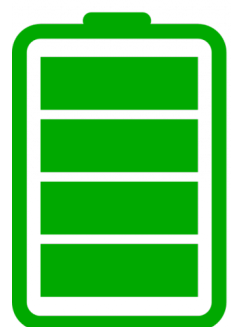
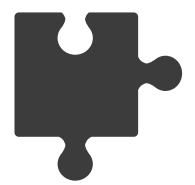
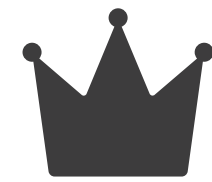
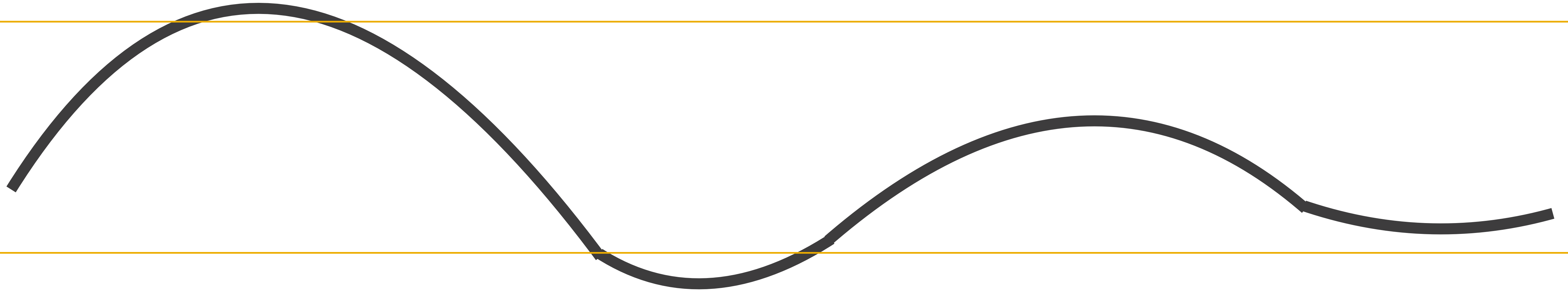
- Ignoring burnout & state of mental health
- Ignoring conversations on anti-Blackness, racial justice & systemic oppression
- Ignoring different lived experiences
- Perpetuating urgency & perfectionism
- Performative productivity
- Uncertainty & fear driven actions

**YOU DON'T NEED TO HIRE A CHIEF DIVERSITY
OFFICER TO HIRE MORE DIVERSITY.**

RESILIENCE IS A PRACTICE.



RESILIENCE IS NOT STATIC



IT'S UNREALISTIC TO STAY IN THE GREEN ALL THE TIME.

WE CAN'T THRIVE IN THE RED.


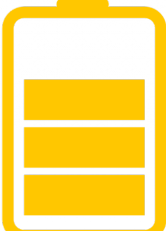
**ITS ABOUT HOLDING SPACE FOR HOPE &
PROGRESS WHILE BEING GROUNDED IN OUR
REALITY.**

SELF RESILIENCE

I DROPPED THE BALL ON MY OWN RESILIENCE.

SELF RESILIENCE

Ask yourself:

- What are the signals for when I'm in the  ?
- What helps me recharge and come back to  ?

MY SIGNALS

Signals: I get irritated easily & stop exercising

I can recharge by:

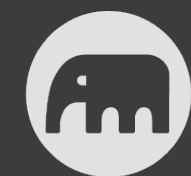
Sleep, therapy, exercise, cooking, knitting, spending time with family and friends, having a sense of purpose, eating cookies, going on a hike, being in silence

TEAM RESILIENCE

- **Assess starting place & acknowledge reality**
- **Identify & look for signals of resilience**
- **Check in with your team and create space**
- **Talk about race, mental health & systemic racism**
- **Codesign collaboration with the team**
- **Cultivate new norms and rituals**
- **Invest in your own resilience practice**

**WE WON'T GET IT RIGHT ALL THE TIME.
WE CAN KEEP TRYING.**

THANK YOU.



DesignOps Summit 2020
by Rosenfeld

Find me on Slack, Twitter or LinkedIn.

Ariba Jahan

@aribajahan

**WHAT TACTICS HELP BRING YOU TO THE YELLOW
CHARGE LEVEL?**