DesignOps Summit 2020
by Rosenfeld

@DesignOpsSummit #DOS2020

22 October 2020

**THEME 2** The Resilient DesignOps Team
led by Kristin Skinner

*Those who have a 'WHY' to live, figure out the 'HOW'* – HOLOCAUST SURVIVOR

# Operating With Purpose

background in TELEVISION

Marriage, children
X-country move

WHAT IS MY PURPOSE?

**ALISON SANDERS** in CONVERSATION with **KRISTIN SKINNER**
Senior Program Manager, Mailchimp

Have onboarded over 100 people > HELPS PEOPLE FIND and CONNECT with Company Culture >

- WHO'S DOING WHAT
- OPERATING RYTHMS

WE GIVE NEWHIRES a Mentor
Meetings are pre-arranged (so no asking/"bothering")

Those who mentor REDISCOVER what's important to them about the company

How do I connect and fit in with what is happening around me?

## • purpose

— definition? —

TO FIND IT (PURPOSE) > ACT ON IT > takes will power!

Some people are driven by this

★ MY DAD — Army Hall of Fame

MY PARENTS

MY MOM — Democracy activist in South Africa

I am the "ARTSY" one → LOVED WORK IN television

SEEING the results and JOY people get

## • legitimacy

Moved to ATLANTA for DOUBLE MASTERS degree working in children's television made me want to become more KNOWLEDGABLE, show how INVESTED I was.

RESEARCH SHOWS
A HIGHER SENSE of PURPOSE is correlated to BETTER HEALTH & LONGEVITY
physical

HEALTH CARE WORKERS WASH HANDS MORE WHEN TOLD THAT HELPS THEIR PATIENTS

93% PEOPLE SAY they'd STAY with their employer IF THEY'D TAKEN MORE INTEREST in their CAREER.

We're doing online MICRO learning

DO IT ON YOUR OWN TIME

We help clear that space

## • self-care

I have a manager who says "Don't ask me for a day off... just tell me!" MY FIRST TIME WITH THIS EXPERIENCE

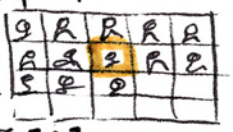
→ TO FIND BALANCE ... COMMUNICATE WITH MANAGER about personal + work goals

Be open, stay human

## • loneliness

I have family around me so I have to remind myself that many people are alone ...

IMPORTANT to connect with others 1:1



FIND PLACES & WAYS TO DO THINGS IMPORTANT TO YOU

WE DO DEPARTMENT-WIDE AWARDS to recognize contributions

SKETCHNOTES by @mjbroadbent