

Let's connect!

Share in the Chat:

- 1) Where you are calling in from
- 2) Your favorite ice cream flavor



Culture is the New Office

— **How to Create a Connected Company
Culture In a Remote World** —

Hello!



Before the Pandemic

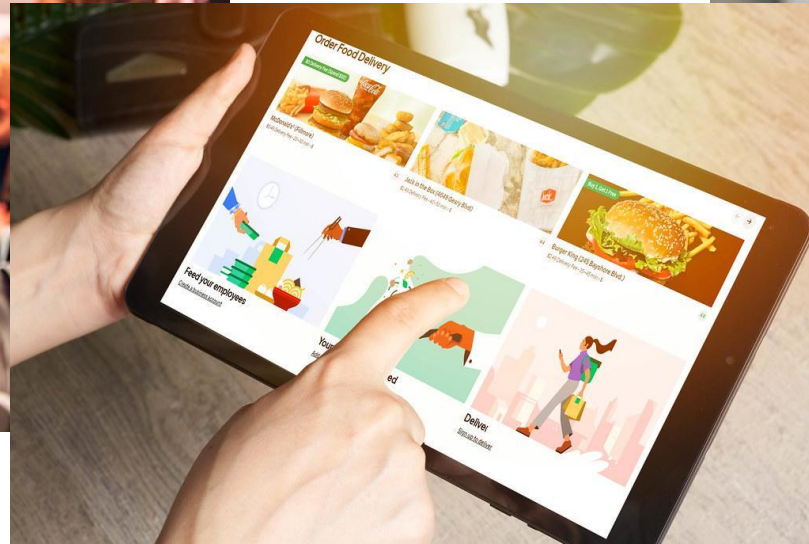


During the Pandemic

What are the positives of a remote culture?



What do we lose when we go remote?



Other side effects of remote work



Culture is something that
unites people.

— ANASTASIYA O., RUSSIA



What do we hope to learn today?

Ways to rethink company culture for the “remote-first” space

- Establish work values.
- Communicate with intention and transparency.
- Layer in rituals.
- Treat employee well-being as a key performance indicator.

Establish work values

Learn and Improve Together

We are one team and we win together. Taking proactive steps to master a new skill is a strength. Be a model of humility and perseverance for others as you learn by doing.



Act Like an Owner

To be successful, every employee needs to feel accountable, act with empowerment, and be fully invested in our mission. There is a solution to every problem: bring one to the table. "That's not my job" is not in our vocabulary



Lead with Empathy

Start with empathy.
Assume positive intent.
Allow yourself to be guided by curiosity and compassion.
Manage with empathy and create with empathy



Establish work values

Know the Goal

You need to understand the big picture to understand what success looks like at a macro and micro level. Company, team and personal growth depends on how well you map your individual goals to our company goals.



Use the Power of Today

Resist the urge to postpone important challenges, opportunities, and decisions. Address issues when they arise, especially between people. Don't make a habit of postponing the important for the sake of the urgent.



Create Simplicity


Creating simplicity is an exercise in mindfulness. Pursue thoughtful reduction: distill to the essentials and remove unnecessary complexity. The more informed and educated we are on a topic or an idea, the better we will be able to explain it to others in simple terms.











Take action!


- Form a values task force
- Process is key
- Stay focused- three to five values are enough
- Acculturate values in company systems

Communicate with intention and transparency

#company-announcements 

🔔 13 | Updates from the C-team, the Leadership team, Managers and the People team (e.g. promotions, products/initiative launches, new...  249  

Friday, June 4th ▾     

 **debbies** 9:48 AM
Happy Friday 🧑🏻🎉

🌟 **Today and tomorrow**, The Educators and Marketing team are hosting BrainPOP Summer Connect. Brainpoppers are welcome to register and join the session. The "code" for registration is **Staff2021** 🌟



Here's this week's tip from the #slack-taskforce:


🌴 When you're about to send a direct message on Slack, **check the recipient's status**.

- If they're out of office, **send an email** instead! 📧
- If it's outside their working hours, consider scheduling a message for when they return with the **Send it Later app!** 🕒

For more info about Slack vs. email, check out [The BrainPOP Slack Guidelines!](#)

Have a great weekend 😊 (edited)

 **Darla** 10:41 AM

Please join me in welcoming Nicolina Abruzzese to the sales team as the Account Director working in the states of NE, WY, NM, MT, ID, and UT.

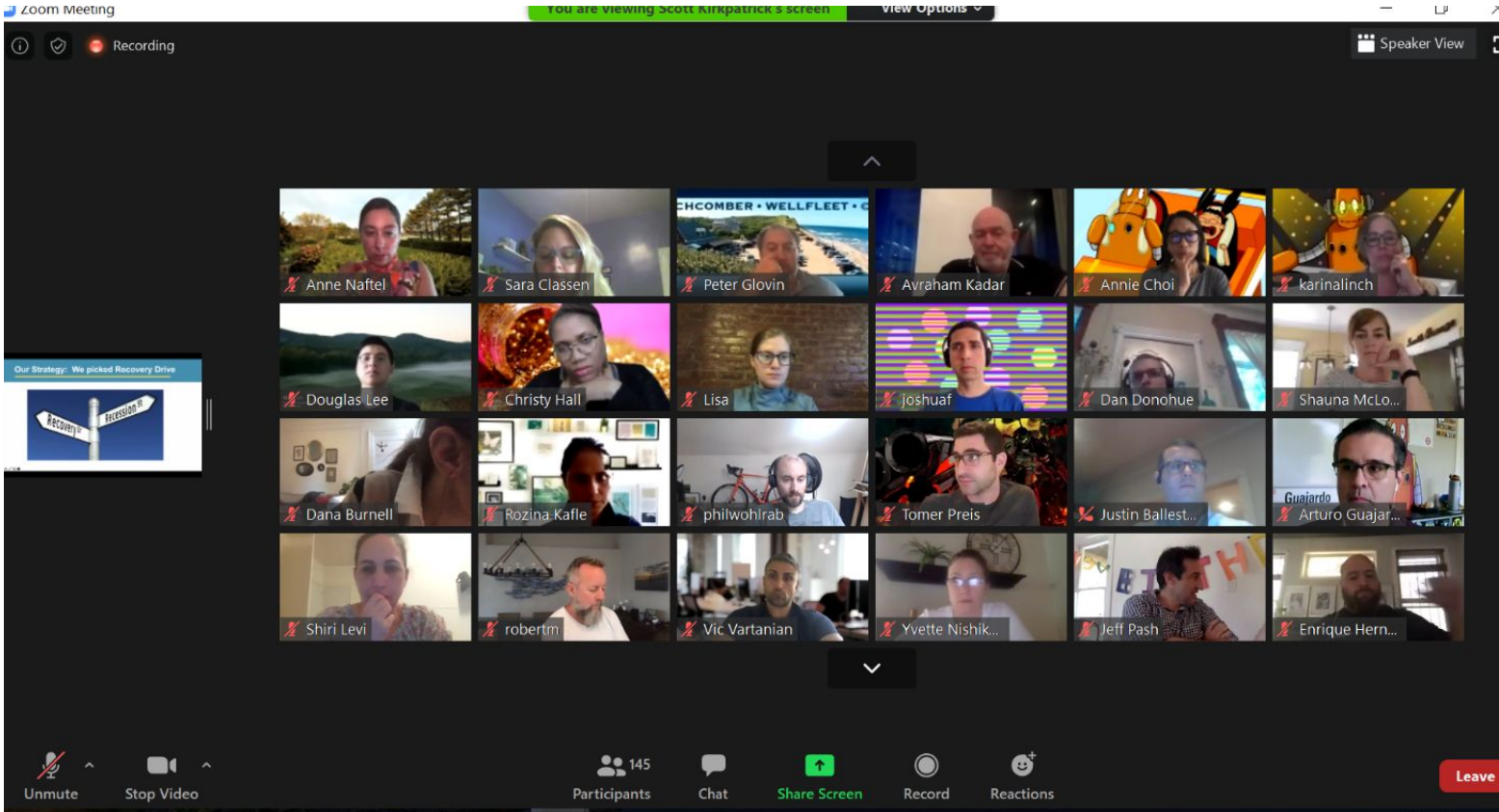
[@Nicolina](#) was born and raised in New Jersey and went to Merrimack College in Andover, Massachusetts, where she played soccer and studied elementary and special education. She received a master's degree in Special Education from Merrimack College as well. Nicolina has been working in the charter school systems for the last 12 years, serving low-income communities and providing an excellent education to those deserving students. She has served as a special education teacher and classroom teacher in both founding schools and turnaround schools. Additionally, she has been an Assistant Principal for the last four years with KIPP in both New Jersey and Texas. Nicolina is incredibly passionate about educational change and creating liberatory experiences in schools for students, helping students recognize their potential to create a more just world.

Slack guidelines



slack

Communicate with intention and transparency



A word about being remote-first

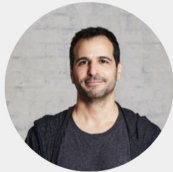


Take Action!

- Focus on consistency for where information lives
- Repetition helps messages get through
- Regularly scheduled company wide meetings
- Declutter noisy communication channels
- Role model good information sharing

Layer in rituals

May Anniversaries



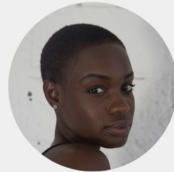
Jon Feldman

16 Years



Ryan Thomas

7 Years



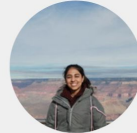
Denisha Wilson-Reed

5 Years

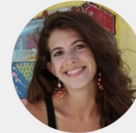
New BrainPOPpers



Mikhail Yudelson
Principal Machine
Learning Engineer



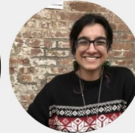
Karisma Garg
Email Marketing
Associate



Corie Miller
Associate Product
Manager



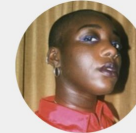
Brooke Maury
Director of Data
Engineering



Tia Cheema
Editorial Intern



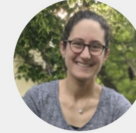
Alyssa Garcia
Recruiting Coordinator



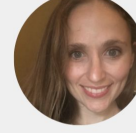
Tracy Boachie-Viadom
Associate User Researcher



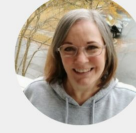
Inbar Amir
Jr Front End
Developer



Michelle Newstadt
Lead Learning Designer,
Science



Rachel Eisenman
Curriculum Alignment
Specialist



Kathy Spiegel
Sales Operation Analyst



mechelle 1:36 PM

Afternoon BrainPOPpers!

Please join me in welcoming [@Alyssa Garcia](#), our new Recruiting Coordinator on the People Team!

Alyssa is a recent graduate having majored in psychology & sociology and is currently in pursuit of her masters in industrial organizational psychology. Her previous work experience includes working for various departments at her alma mater and Passport Inc. as a client support associate. Before Covid you could find her in a Starbucks working on a paper or in a park painting and listening to Taylor Swift. Now you can find her binge watching different Netflix series and searching Amazon for new organization bins and gadgets. 🎉🎊🎈

👍👏👍👏👍👏 44 19 🍷🍷🍷🍷🍷 11 😄 14 🎉

6 replies Last reply 7 days ago

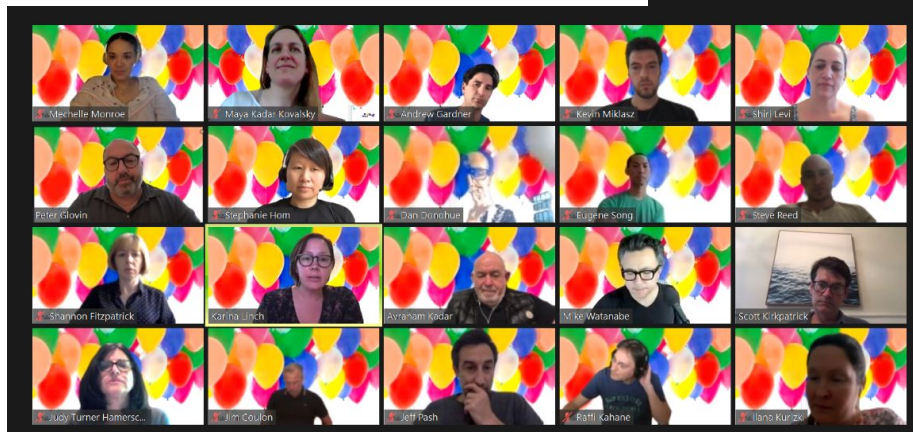
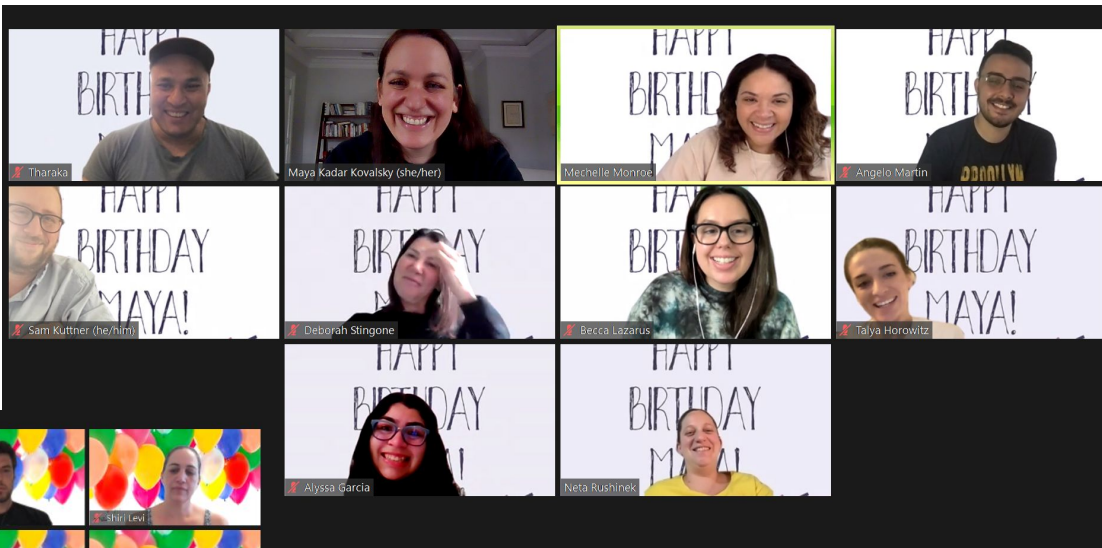
Layer in rituals

Our Mission

To empower kids to
share the world around
them and within them



Layer in rituals



Take Action!

- Extend team rituals throughout the organization
- Assign certain rituals to specific types of meetings
- Embrace digital methods for sharing rituals

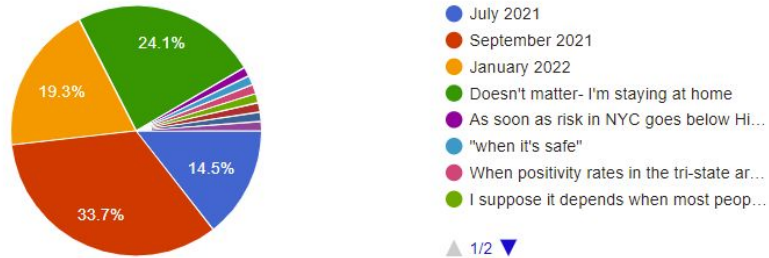
Treat employee well-being as a KPI



Great employee well-being as a KPI

If you could influence when should we reopen the office, which date would you choose?

83 responses



Is there anything else you wish we were asking right now? Or any additional information/ideas you'd like to provide?

27 responses

I agree with the a policy requiring meetings that include a remote employee to be hosted on Zoom for all attendees. But with more people working remotely going forward, it seems likely that the majority of meetings will be over Zoom. It does make me wonder what the point of coming into the office would be.

Nope! I feel like this is being well considered and the opportunity for feedback is always present and asked for.

I've been monitoring the NYT Coronavirus tracker: <https://www.nytimes.com/interactive/2021/04/05/health/coronavirus-tracker.html>

Take Action!

- Benefits and policies that support wellbeing
- Do a one-question pulse survey
- Create learning circles
- Leaders champion wellness

A New Frontier



Questions?

Thanks! Keep in touch...



mayak@brainpop.com



<https://www.linkedin.com/in/mayakadar/>