



August 2020

Back to a new normal

I hope you are enjoying a lovely summer. For many of us the holiday has likely been closer to home than normally due to restrictions of Corona. For myself and my family it has been a welcomed opportunity to rediscover Denmark and confirm the volatile summer conditions, we live in. Nevertheless wonderful.

Businesses around the world have been heavily impacted by Corona, as I am sure has also been the case for your businesses. In gHRow this has been no different. During spring we had to basically scratch our strategies and plans and find new ways to keep operating and helping our customers. We took many of our services into the virtual space, and we have been pleasantly surprised at how much can be achieved virtually when we bring the right attitude into the use of technology.

More than anything, we are grateful for the customers who have continued to rely on our services throughout the spring and summer. Whether we have supported you individually, as a team or facilitated organizational changes, our purpose has been to bring about real and lasting improvement - we hope we have lived up to your trust in us.

Much has already been said, about how the ongoing pandemic will change our businesses and how we will engage with work in the future. While it is too soon to know exactly how our work lives will be altered in the future by this, some things are likely to change on a permanent basis. I personally think that teams at all levels will experience quite some practical changes and accompanying dilemmas going forward. On one hand there will be less f-2-f time with reduced travel and more virtual connections, and on the other hand there will be increased need to build trust so we can connect in a deep and exploratory way, as we face ever increasing challenges together. So, in a sense we need more Teams/Zoom for the efficiency, but we also need less of it, as it primarily builds transactional relationships between us.

No matter how teams will be impacted, trust will remain the bedrock of strong performing teams. In our aspiration to help teams at all levels, gHRow will bring out a piece of technology to assist team members connect, support and recognize each other - elements which remain fundamental to trust and performance. To be honest, it is too soon to know how exactly this technology will help teams, but we are excited to test it out with a number of great companies starting in September.

If you are interested in a dialogue on our new gHRow app for improving team performance, or another issue in the realm of HR, do not hesitate to reach out to us. You can connect with us by replying to this email or by giving me a call at +45 2058 5932.

In the meantime, keep enjoying the summer.

Best regards

Jesper Madsen
Founder of gHRow