



December 2020

## 2020 – a year to remember...

After living in an apartment in the city for 25 years, I am currently moving into a country house with stables and horses near Dragør. This signifies a big change in lifestyle for me and my family, and yet it may be one of the more casual changes of 2020, which pretty well illustrates what kind of year we are soon leaving behind us.

There is no business untouched by the main changes of 2020. Brexit, MeToo, US Presidential election or the Covid-19, we have all been affected. For gHRow, as we were born in the early days of 2020, we headed straight into Covid-19 without much experience as a stand-alone business. Obviously, we did not know what to expect, other than it would be difficult. And indeed, the spring was a tricky period for gHRow, as is has been for so many others. The summer less so, and since August, my 4 colleagues and I have been (surprisingly) busy helping clients.

Most of our work in 2020 has been repeat business with global companies based in Denmark, and we are grateful for the trust which has been vested in us. I know we have been doing everything we can to help and support each of our clients, and hopefully this has translated well into the services you have received from us.

While the circumstances have been unique in 2020, the challenges we have partnered with our clients to solve have been less unique. Broadly speaking they fall in two buckets: **change and collaboration**. We have seen Covid-19 being the main context or driver for change in many organizations. New structures and processes as they relate to digitalization, globalization, virtual work and leadership are the main areas of change, where gHRow's consultants are helping clients design and anchor these changes in a meaningful way.

The other evergreen challenge which we have been involved in for many clients, is collaboration. No matter how we structure our organizations or how we design our processes, it requires collaboration to bring it to life. And this remains a difficult thing, whether collaboration relates to a formal or informal team, or whether it is a broader cultural issue. Most of us struggle with it. In gHRow we work with a model for team collaboration called PACT (Purpose, Action-plans, Commitment & Compassion, and Trust). With the risk of oversimplifying the issue a bit, reality is that most over-invest in building action-plans and under-invest in building trust.

One additional thing which we have invested time in during 2020, has been the development of an app, with the purpose of supporting collaboration. We had a couple of teams with some great clients help us test a beta version in the fall, but we still have not been able to crack the code on how to bring technology in to support collaboration. The pursuit goes on, and meanwhile we are grateful for getting to support teams and organizations to collaborate better with our normal tools and workshops.

As the year is coming to a close soon, let me also take this opportunity to thank you for 2020, certainly a year to remember for gHRow. Who knows what 2021 will bring? But one thing is for sure; gHRow will be here with the purpose of **helping you win with people!** If you think we can be of help, let's get together. As always, you can connect with us by replying to this email or by giving me a call at

**+45 2058 5932.**

Enjoy the upcoming holiday season.

Best regards

**Jesper Madsen**