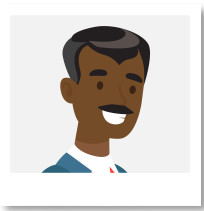


How to Lead Remote Teams Using Persona-Based Empathy



Empathetic leadership boosts productivity, performance and collaboration. It starts with leaders understanding the mindsets and circumstances of individual team members. Check out these empathy deep-dives for four personas common in today’s workforce and juggling remote work with pandemic-related pressures.

Key Groups in Today’s Workforce



The Empty Nesters

Challenged by less structure

BOOMERS

Drivers

- Feeling accomplished and valued
- Mentoring others
- Serving as “the expert”

Goals

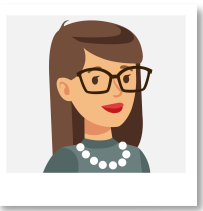
- Recognition
- Respect from the team

Pain Points

- Discomfort with schedule disruption
- Lack of clarity around roles & responsibilities
- Often unfamiliar with newer technologies

How to Support

- Stay consistent with 1:1s and team meetings
- Share acknowledgement of contributions via email and during meetings
- Offer them space to share their stories and experience
- Give them the right tools and training (offer to send tech/tech support to homes)



The “I’ve Got This” Group

Good at adapting

GEN XERS

Drivers

- Autonomy
- Flexibility
- Personal Loyalties

Goals

- Leadership opportunities
- Challenging, meaningful work
- Sane work-life balance
- Collaborative work

Pain Points

- Heavy workload
- Feeling micromanaged / Bureaucracy

How to Support

- Encourage them to define their own goals
- Offer them leadership / ownership opportunities
- Don’t go overboard on feedback



The “This Is Tough” Group

Competing priorities/ poor environments for WFH

GEN XERS MILLENNIALS

Drivers

- Purposeful work
- Getting their work done
- Often, managing others

Goals

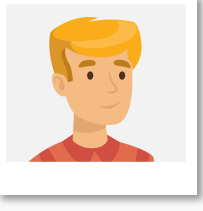
- High productivity
- Sane work-life balance
- Advancement opportunities

Pain Points

- Overwhelmed with combined home and work responsibilities
- Time-starved
- Sometimes, poor WFH physical space options

How to Support

- Be proactive about reaching out
- Adapt to their schedules for 1:1s and team meetings
- Understand absences and family commitments
- Share feedback, recognition and support during check-ins (increase check-ins if schedule permits)
- Encourage them to take time away/use wellness benefits (e.g. EAPs)



The “I’m All Alone” Group

Isolated and/or discouraged

GEN ZERS MILLENNIALS

Drivers

- Social interaction
- Affirmation from work peers and managers/mentors
- Professional development opportunities

Goals

- Good work relationships
- Fulfilling employment
- Growth / promotion opportunities
- Opportunity to explore new ideas at work

Pain Points

- Loneliness, especially if they live alone
- Risk of situational depression as quarantine drags on
- Zoom / Meeting fatigue (may prefer fewer face-to-face group meetings)
- Lack of feedback / slow response times from others

How to Support

- Be proactive about reaching out to check if they’re OK (younger people/extroverts suffering from depression may not realize it)
- Pair them with mentors or encourage peers in other persona groups to engage with them
- Increase 1:1s
- Give them a project they can own / entrepreneurial opportunities
- Gently encourage them to consistently join team meetings
- Provide virtual space (e.g. Slack or Zoom) for drop-in social hours