

Summer 2020

Work From "Home"

Work | Home | Soul

Pandemic Pound Syndrome

WFH On The Road

Beating The Blahs

Building Trust in a Virtul Team

Managing Change (Like a Boss)

Realistic Virtual Backgrounds

Type A & The Covid Malaise

Navigating Your Relationship

A Brand New You

When You're Both WFH

Covid Fashion & Much, Much More

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The summer of Covid-19 extends working from "home" to the great outdoors.

We are still balancing deadlines, meals, family and sanity as quarantine restrictions begin lifting and shifting. Take some "me time" and explore the tips, tricks & products as we take a look at what WFH looks like in the summer of 2020.

Wishing you a happy, healthy and memorable summer!
Jenn Flaa, Editor in Chief



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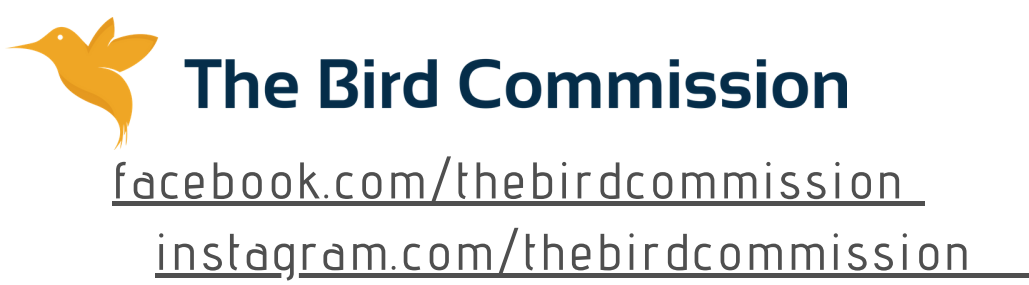


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HEALTH BENEFITS & COVID-19

Many carriers are offering extended benefits during the pandemic. Check their websites.



TYPE A & THE COVID MALAISE



As a Type A person I've been driven by goals, deadlines and accomplishments my entire life...until Covid. I couldn't even default to my "bucket list" because that's a list of travel goals!

So, like many of us Type A's I worked on my Netflix queue, stared at the walls and drank wine on the patio watching the sunset.

But, with the "full stop" of goals the Covid malaise kicked in; a dullness, a feeling of being adrift - lost.

After many days/weeks and many cups of coffee my engineering training kicks in to "solve" the problem.

Here's what worked to get me feeling happy and perky again:

- Waking up and thinking about the 3 things I'm grateful for or happy about.
- Getting outside and walking
- Setting mini goals (ie: "I'm going to do these 2 things today). This actually really helped satisfy my need for accomplishment!

What worked for you?



Jennifer Flaa
CEO, Veltanna

YOU ARE NOT ALONE

Sometimes it feels like you are alone when you WFH. That's why 25 experts have come together to create a resource that will help you navigate the pitfalls we all faced as we moved to WFH years ago. We learned the hard way. We got stuck, bored, overwhelmed and lost. Now we've created a roadmap so you can breeze by those pot holes!

Move from Stuck & Overwhelmed to THRIVING

This edition of the WFH Magazine is chalk full of tips from these experts.

In the full WFH Bundle, we compiled over 25 online classes. Learn how to organize your work place and time, what not to do on Zoom, homeschooling & meal tips, and how to avoid burnout and stress. The WFH Bundle also includes:

Work Life

14 lessons (\$299 Value)

- Maximize & Organize Your Space
- Time Management & Productivity
- Tech Support
- Managing Relationships

Home Life

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- Kitchen & Nutrition
- Managing Relationships
- Finances
- DIY (Medicine, Gardening, Food)

Soul Life

12 lessons (\$299 Value)

- Managing Emotions
- Understanding Change
- Maximizing Mindset
- Avoiding Burnout
- Self-Care



ESSENTIAL

WORK *From* HOME

Courses

Work Life • Home Life • Soul Life



\$897 VALUE!



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retails for \$897

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PRIORITIES - STRESS - DEADLINES, OH MY!

Did your company shift to WFH without adjusting your goals or deadlines? Here's how to regain your sanity.

- Recognize that your company & your boss are unaccustomed and untrained in how to manage remote workers. They are probably freaking out wondering if you are actually working. Their job is to get the work done and they have to trust you..
- Realize that your boss is figuring that you've got "more time" to work now that you are home and have no commute.
- Remember that you have a voice and you **MUST** use it. Your boss can not read your mind.
- Give your boss the benefit of the doubt. We've never been in a pandemic before. Your boss doesn't know what you are dealing with at home (kids, aging parents, home schooling, illness, mental fog/depression, substance use/abuse, conflict/domestic violence).
- Bitch to your friends, not your boss.
- Brainstorm solutions with friends/co-workers.
- Approach your boss and negotiate:
 - Define your issue & educate your boss on the problem and limitations
 - Propose 1-3 possible solutions
 - Discuss the solution you want/recommend and why
- It's not realistic to think you can achieve your normal productivity/goals during this time but you will need to propose what your revised productivity/goals look like and then you **MUST** execute them in order to build WFH trust.

WANT TO WFH AFTER COVID?

Integrity: Deliver on your promises now

Trust: Meet your goals/deadlines or renegotiate early

Optics: Look professional in virtual meetings & answer emails/calls promptly



Jennifer Flaa
CEO, Veltanna



LISA'S CORNER

A BRAND NEW YOU

IMAGE & PROFESSIONALISM AT HOME

We live in a competitive society, making it ever more essential to learn how to stand out from the crowd to win better opportunities.

What do you want to be known for?

If you're interested in getting recognized for your contributions, promoted, or becoming a leader in your industry, you seriously need to consider building your personal brand—before others do it for you.

“Brand is what other people say about you when you're not in the room.”

Jeff Bezos



The Bezos brand is certainly distinct, isn't it?

Infamy notwithstanding, if you're not actively leading the curation of your own personal brand, others will do it for you.

Think of your personal brand as reputation management. How do you want your boss, your team and co-workers to think of you? You aren't in front of people to watch their reactions or overhear conversations anymore.

You must actively and thoughtfully manage people's perception of you.

As a brand coach, I help people change the world from their workbench or desk. Personal brands are built much like products through the flywheel of discovery, iterating, and building. And this is my approach to help you build your personal brand.

Are you ready to curate your personal brand now? Let's get started!

But I Don't Need A Personal Brand

If you haven't constructed your personal brand to help shape your career; recognition and promotion is less likely to happen for you.

“Luck favors the prepared, darling.”

Edna Mode

For the longest time, only ad agencies had the “power” to provide a polished brand to their clients.

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I want to reassure you, times have changed. We now have the power to establish and manage our own brand. Whether it's the clothes we wear or actions at the workplace, every task and undertaking affects the people around you.

Speaking of affecting the people around you, personal brand doesn't happen in a vacuum.

Personal brand is all-encompassing. It's important to consider how your reputation precedes you when you're looking for a new job. This includes being present, alert, and proactive in every sense of the word. From showing up just a few minutes before the meeting starts to being mindful about the tidiness of your desk and background on Zoom calls.

Let's say you're about to jump on a Zoom call. Perhaps you haven't showered today, you're wearing five-day-old clothes that could stand up by themselves, and Thai take-out boxes are sitting on the counter attracting your cats. Who can tell by just a Zoom call?

In today's environment —especially during the coronavirus — it's easy to let things slide. These declining habits wear heavily on your outlook and can affect your overall mood. I'm not going to insist that you curate your desk like Professor Umbridge to endorse psychopathic behavior.

What I am suggesting is to behave as though you're formally going into the office.

In today's economic climate, urgency and purpose are what drives intention.



The intention is to remain employed during these uncertain times.

Set Boundaries

To shift your headspace in a working state of mind, consider mapping out boundaries in space and/or time to 'be present' for work.

For instance, I know some WFH employees who switch gears by literally driving their car around the block to get in the work state-of-mind. This drives their professional demeanor —appearance, conduct, and how they carry themselves—as though they're punching in (the clock) for the day. Here's a few more tips:

- Refrain from allowing the boundaries to blur into your personal time casually.
- Establish your solid core working hours and your personal-time by turning off your email and tuning into a hobby.
- Take extra effort to clean up your home —because whether it's fair to say, that is an extension of you— as is your 5-day old shirt.

Stay Tuned!

In the next issue we will DISCOVER how to define yourself and "package" you as a personal brand



Lisa Stewart
Entrepreneur, Inventor, Artist

6 TIPS TO MORE REALISTIC VIRTUAL BACKGROUNDS

You've got another Zoom call and your house is a zoo. You've seen people use virtual backgrounds and watched the weird ghosting effect. You know that's not the image you want to project! You've read Lisa's article above and you want your personal brand to reflect your polish & professionalism.



Messy Real Background

Here's 6 tips for creating a more realistic virtual background

1. Use a Virtual Camea like *iglasses* app (Mac) (Adjusts zoom & light)
 2. Use a green screen to reduce the ghosting ([Portable Web Around Green Screen](#))
 3. Select background colors that complement your skin tone. Find backgrounds at [pixabay](#) or [istockphoto](#)
 4. Select a background that matches the natural light around you*
 5. Make sure the dimensions are right so you look like you are sitting in the right spot and are the right size compared to the background*
 6. Consider slightly blurring the background image. *
- *To edit the light, dimensions and blur, use [BeFunky.com](#)



Ghosting Virtual Background



Realistic Virtual Background

- Color Good for Skin Tone
- Natural Light Matches Background Light
- Dimensions Good



Dimensions Wrong
Floor Plants at Shoulder Level



Blurred Background

Get more video tips from Jenn in The Work From Home Bundle



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The Bird Commission

Online training for [Your Video Job Interview](#)

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Jennifer Flaa
CEO, Veltanna



BUILDING TRUST ON A VIRTUAL TEAM

When we work together in person, we build trust in subtle ways:

- Chats in the break room
- Casual lunches
- Meeting deadlines
- Getting a vibe from people

Now that your team is not together, how do you build trust so that information can be disseminated, deadlines met and help asked for? Dr. Clarissa has some tips in this 1 minute video.



Gotta have more team tips from Dr. Clarissa Check her out in The Work From Home Bundle



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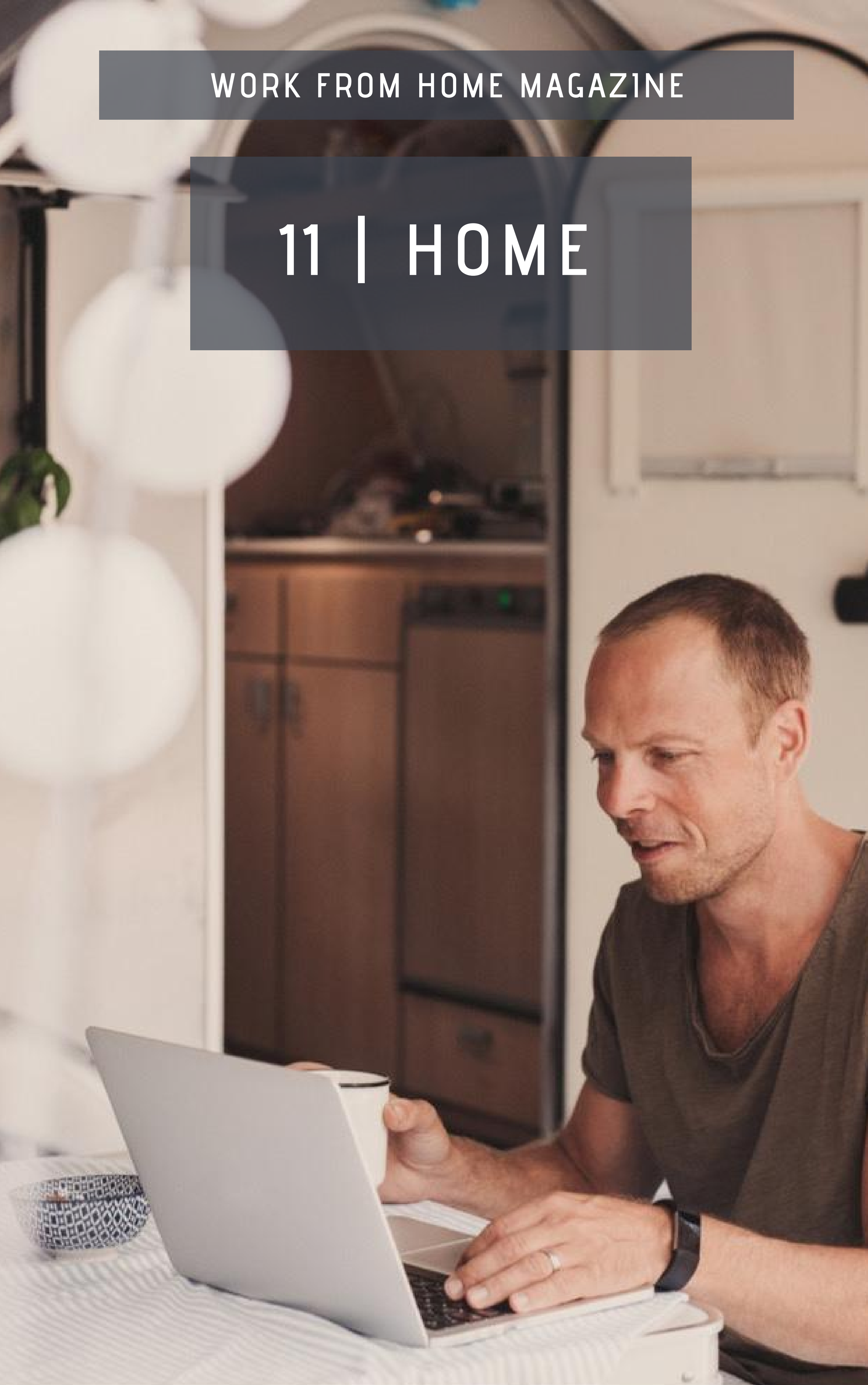
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Dr. Clarissa Castillo-Ramsey
Leadership & Life Coach

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COVID FASHION



Masks



Lanyards



Pop of Color On Zoom



PANDEMIC POUNDS SYNDROME

There may be a pandemic going on, but there is another anxiety running rampant:

weight gain shame.

Whether we attribute the tightness of our jeans to “wine weight,” or “pandemic pressure,” the truth of the matter is, the challenge is real.

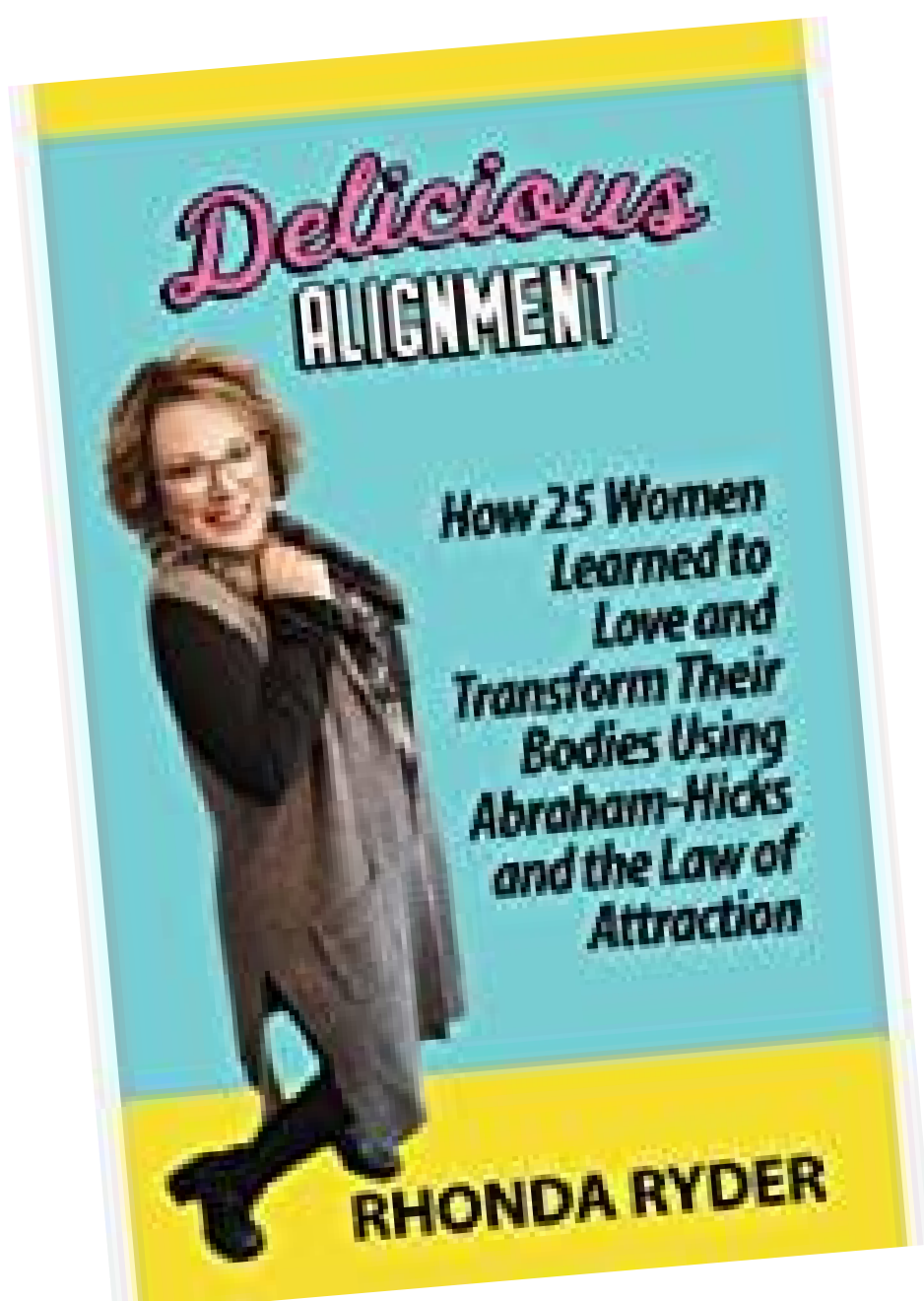


Let's face it. Our routines have turned upside down which only makes that pint of Cherry Garcia or bottle of Sauvignon blanc more difficult to resist.

What's a girl (or guy) to do?

Here are a few simple tips to help you deal with what I call, “Pandemic Pounds Syndrome.” *Be easy on yourself.* Countless others are experiencing the same weight gain during this pandemic. You could say it's a natural side effect. Once you find a way to forgive yourself, your sense of self-love and confidence will greatly improve.

- *Focus on what you want* instead of what you don't want. Focusing on “the weight gain” places your attention on the negative. Instead, try focusing on what you do want, such as the health and fitness you desire.
- *Act as If.* Pretend your weight is back to where you want it to be. This requires accessing one of your most powerful tools: your imagination. Once you begin to embody the vision of how you want to look and feel, you will soon find yourself inspired to take the actions that support your goals.
- *Manage your stress.* One of the most common reasons people gain weight is stress. Learning how to manage your stress is the most important thing you can do for your mental well-being and your weight. Meditating for 10 – 15 minutes a day is a simple and effective approach to greatly reducing stress.
- *Write a Gratitude List.* Do not underestimate the benefits of writing a list of 25 or more things you appreciate about your life and body. It is life-changing, especially when you incorporate this practice into your daily routine.



Rhonda Ryder
Author

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WFH ON THE ROAD

It's summer and getting out of the house and on the road is hot! If you've still got to clock in, don't drop the ball while you're on the road.

Integrity Rocks

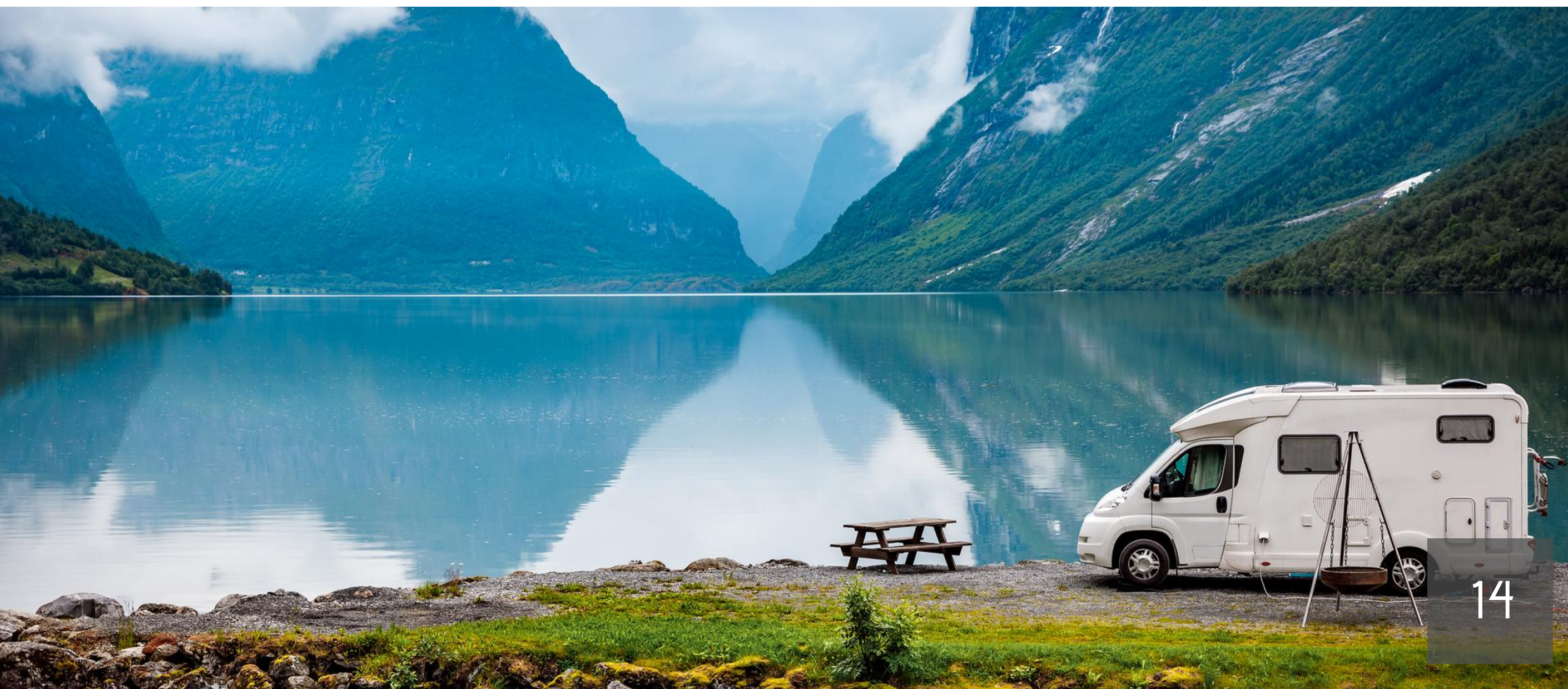
- Respond to email & calls quickly
- Meet deadlines or
- Renegotiate deadlines, deliverables or quality before you create a crisis
- Ask for help

Optics Fuel Politics

- Look professional on Zoom
- Use a virtual background
- Don't complain - solve the problem



Jennifer Flaa
CEO, Vettanna





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NAVIGATING YOUR RELATIONSHIP WHEN YOU ARE BOTH WFH

Jamie and Ross hit the road in their Winnebago in 2016 and started an adventure of both working from "home". Along the way they learned a lot about being together, creating space and working.

Check out their tried and true tips in this 3 minute video.



Want more Jamie & Ross
check them out in
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Jamie Feinberg & Ross Malcolm Boyd
WFH in an RV since 2016

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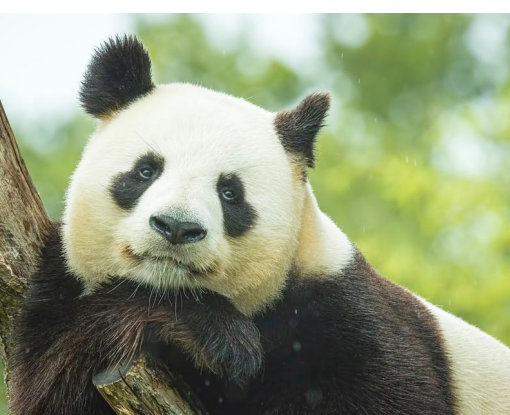


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BEATING THE BLAHS

[Monterey Bay Aquarium Live Cams](#) -
Penguins, Jelly Fish, Otters, Sharks & More!



[National Zoo Live Cams](#)
Lions, Cheetahs, Elephants and those crazy Pandas

[NASA Live](#)
Watch Earth from Space or Explore!



Museum Virtual Tours

- [The Louvre - One Minute in a Museum](#)
- [The Museum Workout at The Met](#)



3 TIPS FOR SOUL CARE

This is the time on earth that many of us have preparing lifetimes for ... the time on earth where the focus shifts to “we” instead of “me,” when we all live in the present moment – no longer dragging the past into the present and recreating our future in the same old ways. This is the time where humanity’s consciousness rises out of oppression of minorities, subordination of the feminine, hoarding of the wealth, and into reverence for all beings ... not only human beings, but the animals, birds, fish, reptiles, and insects that share this beautiful planet with us.

Right now, we are in an unprecedented process of transformation and growth – it might seem to some of you that the chaos you are now experiencing has been created outside yourself: the virus, the politics, the economy, the lockdown, all of the ways the world seems to conspire to block you from living as you once lived. But, in truth, none of this has been created outside of you. We have created this, as a soul collective, because we know we must change:

1. **Re-evaluate how you are living your life:** The lock down, or “Shelter in Grace,” as I prefer to call it, has provided all of us with a reset opportunity: an opportunity to evaluate how you are living your life, how you are spending your money. A chance to see if you are exhausted; enslaved to your work, enslaved to money and consumerism. A chance to see if what, or who, you say is important is reflected in your actions and words. We have all been given a momentous chance to choose again. Perhaps it’s time to choose a simpler life that is richer in what truly matters?
2. **Keep focused on the bigger picture:** Rather than merging with the chaos, uncertainty and negativity, remind yourself again and again of the world you want to live in – hold that vision top of mind and remember that the old corrupt structures have to fall in order to be rebuilt with integrity. Every day, the darkness is being transmuted into the Light.
3. **Balance your Being with your Doing:** Your mind, body and soul needs integration time. Make sure you do not allow distractions to take you off purpose here (and yes, work – taken to the extreme – is also a distraction). It is in this zone of being or wordlessness, that you can tap into the wisdom of your soul, rather than being mis-directed by your mind or negative ego. Ensure that you spend a few minutes in the silence each and every day.

We’re still in the chaos years, so make sure you slow down when you need to – the Universe will always give you a kick in the butt when it’s time to get going again! It’s time to keep the faith, have trust, keep moving forward and take care of your soul.



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LOOKING OUT FOR MOM & POP

"Mom & Pop" shops are small, locally owned businesses all around the world. They employ your neighbors, sell unique wares and they suffered loss of sales during the pandemic. These are the business owners that are mortgaging their homes or going without a paycheck in order to keep their businesses afloat.

Do you have "mom & pop" coffee place, boutique or restaurant that you love? Here's a few ideas about how you can do you part to make sure they weather this economic storm:

- Shop, eat out or get takeout
- Tip generously
- Purchase gift certificates now (but redeem them slowly, over time)
- Post about them on social media. Talk about what you love or the great service or share their posts about specials/events
- Submit positive reviews
- Buy from their website
- Post pics of yourself wearing what you bought or being there and tag them
- If they don't have web/social media skills and you do - volunteer your services
- Encourage them to create a GoFundMe page to raise money to help cover their losses
- One family hosted an "online garage sale" and donated all their proceeds to their favorite local, independent bookstore.

What will you do to help your community?



Jennifer Flaa
CEO, Vettanna

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HOW TO STAY ENGAGED WITH EMPLOYEES WFH

With our new norm of working from home it is so important to make sure the morale for remote workers is a top of mind. Many remote workers feel disconnected as remote work can be isolating at times. More often than not, they feel out of the loop, voiceless, and even lonely.

Here are a few tips on how you can keep the moral high for remote workers.

- **KEEP THEM SAFE** Provide them with PPE including masks, hand sanitizer and give them tips and ideas on how to deal with the pandemic at home.
- **GIVE THEM IDEAS FOR THEIR OWN PERSONAL DOWN TIME** This is a very stress fulltime for everyone. Give them ideas on how they can unwind and use their downtime to decompress. Listen.
- **KEEP UP WITH PERKS AND AMENITIES** If you provided perks and amenities in the office, keep it going! Companies like ours specialize in affordable gifting that can make your employees smile.
- **RECOGNIZE LEADERS** During chaotic times, leader ship should be recognized and rewarded, especially when it's focused on doing the right thing for our people.
- **HOST A COCKTAIL OR COFFEE HOUR** Encourage socialization over video once a week! It's a great way to bring your employees together to.



How Can I Help You Appreciate & Care
About Your Employees or clients?

Couture Gifting



Linda Eskridge
CEO, Couture Gifting

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ME TIME

Even if we are alone, we still need to do things that will recharge our souls in order to maintain our sanity! It may take extra effort right now if you've got the Covid malaise, blahs or blues.

- Hike your town. Find a town map and take small walks and use a highlighter to mark the streets or trails you've walked.
- Guided meditations. Take a mental walk on a beach, meadow or forest. Try the Calm app or just type "guided mediation" into YouTube
- Listen to music. Whether it's quiet, calming or peppy - music heals the soul
- Visual exercise. You can find tons of "virtual exercise" on Google or try one of the new [fitness challenge events](#).

WE TIME

Had enough alone time and ready to hang out safely with friends? Try these virtual events:

- [Virtual Murder Mystery](#)
- [Virtual Wine Tasting](#)
- Virtual Game Night (ie: Trivia or Pictionary)
- Virtual Talent Show



CHANGE



PROCESS...

MANAGING CHANGE (LIKE A BOSS)

It's been said that the only thing constant in life is change, and that couldn't be more true than it is now.

Change is always difficult to manage, but especially when it is forced and/or unexpected as has been the case with COVID restrictions, workplace shifts, and online schooling.

Change evokes many reactions, most of which are negative:

- Unknown
- Scary
- Overwhelming
- Unpredictable
- Throwing off Routine

These responses, though natural, do not have to be where we stay once we encounter an unforeseen change.

Most of us prefer to stay in a state of comfort & control, but when change comes, it forces us out of that comfy, cozy place of control and ignites a cycle we must go through in order to get back to comfort & control.

There are 4 phases of change:

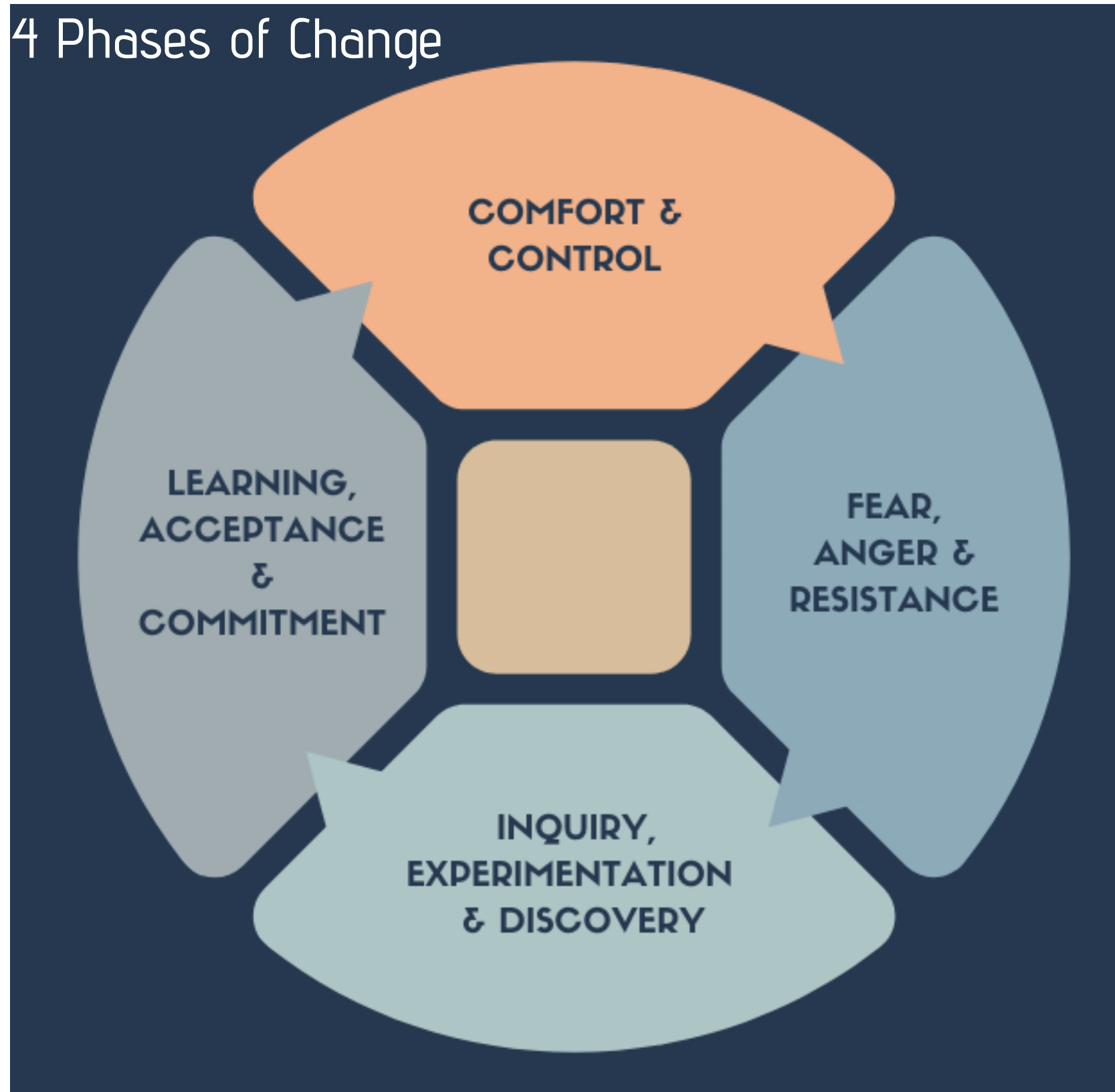
Phase 1: Comfort & Control

Phase 2: Fear, Anger & Resistance

Phase 3: Inquiry, Experimentation & Discovery

Phase 4: Learning, Acceptance, & Commitment

4 Phases of Change



Here are some common thoughts during each phase:

Comfort & Control

- Everything is working well, no need to change
- I can meet expectations easily
- Even if I don't necessarily feel challenged or satisfied, I'd rather stay where I can predict the outcome

Fear, Anger & Resistance

- Change has started
- I don't understand the purpose of the change/what benefit it will produce
- I don't know what the new expectation is & am afraid I'll fail
- My motivation for working through this is declining

Inquiry, Experimentation & Discovery

- Change is in progress, new "norms" are being established
- I am getting used to the "new" way even if I'm not totally comfortable yet
- I have questions or ideas about how to make the process better
- Things are starting to "click" and I can even see advantages of the "new" way

Learning, Acceptance & Commitment

- Typically the change is fully implemented by now
- I'm used to the new rhythm & my energy level went back up again
- I feel confident that I know the new expectations & can meet them
- I'm ready for whatever is next & am starting to feel comfortable & in control again



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Think about a change you are processing--what phase are you in?

As you learn more about this process & identify what YOU need to keep moving through each phase, you'll come to find change isn't so bad after all!

Here are four questions to ask yourself so that you can more quickly navigate back to comfort & control:

1. What is the benefit for me if I move to the next phase?
2. What external information or support do I need to move to the next phase?
3. What internal adjustments do I need to make so I can move to the next phase?
4. How can I make it FUN to get to the next phase?

As you answer these questions, follow the needs you identify so that you can take action and keep yourself moving through the phases.

Remember that even if you cannot control the change, you can direct how you adjust to it! The sooner you get back to comfort & control, the more you can embrace all the positive benefits that change may bring!

Can't get enough of Kelly?
She is one of the featured experts in
The Work From Home Bundle



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Kelly Abanda
Agent of Adventure & Change

CONTRIBUTORS



Kelly Abanda



Kelly Abanda, M.A. is an expert in pivoting & managing change and has led individuals and organizations around the world plan for & navigate changes large and small. In 2016 she left her cushy job--along with perfectionism and overthinking-- to travel the world and that choice ended up leading her on a three-year adventure to over 23 countries around the world.

She is obsessed with embracing adventure and passion instead of safety and comfort--and with helping others do the same. In 2020, she gathered a team of over 20 experts to create and record courses to help people adjust to Working From Home.



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Aimee Lyndon-Adams



Aimée is a Consciousness Leader, who has helped thousands of people by channeling the wisdom and healing energies of 20 Ascended Masters with whom she shares purpose. She believes that it is the western woman who will change the world, and as such, her work is designed to support Extraordinary Women of all races, religions, countries of origin and sexual orientations, along with the men that love them. She co-founded What Truly Matters: Living Life Consciously, Developing Alliances: Professional Gatherings for Extraordinary Women (DevA) and Transformational Salons: Evenings of Channeling, Meditation and Magic.. Aimée is also a seasoned business professional, having specialized in the fields of sales, service, coaching and instructional design in executive positions in Fortune 500 companies and is the author of Raise My Vibes.



CONTRIBUTORS



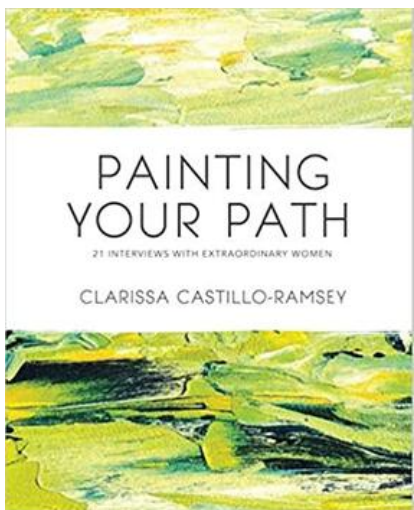
Dr. Clarrissa Castillo-Ramsey



Dr. Clarissa Castillo-Ramsey is a multi-passionate entrepreneur. She is a leadership development & life coach, artist and author. Her goal is empowering those around her to live their best life through the discovery of their life's purpose. Just like the title of her book, *Painting Your Path*, Clarissa inspires readers, her students and clients to find their way in our complicated and demanding world. She teaches a 5-step framework to help people dream big and be in action.



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Linda Eskridge



Linda Eskridge, started Couture Business Gifting when she noticed that the unforgettable gesture of gifting could be used as a powerful tool to enhance customer experience and relationships.

The “Couture” business name comes from her admiration of her mother and her mother’s impeccable talent for designing upscale couture dresses for well to do women. Proud of her mother, she wanted to carry on the legacy of “couture” in the name of her very own business.

Linda moved with her family to Arizona 6 years ago from San Jose, CA. She lives with her husband, 2 children and 2 pups, as well as “couture” mom in Phoenix..



Jamie Feinberg & Ross Malcom Boyd



Ross and Jamie are musicians, educators and virtual professionals who've been working remotely since they began traveling the U.S. in their Winnebago in the fall of 2016. They both teach music lessons and classes in the arts work in person as teaching artists and performers. In addition to their arts work, Jamie is a virtual assistant, writer and editor and Ross offers audio and video editing and other creative skills when he isn't making beats to share.



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Jennifer Flaa



With day jobs ranging from Satellite Whisperer for NASA to Silicon Valley CEO Jenn is the author of over 100 training classes. She also works the stage as a professional musician, actor, author and speaker. Jenn is the lead singer and flutist for the rock band Urban Fiction and the jazz band The Zippy Katz.



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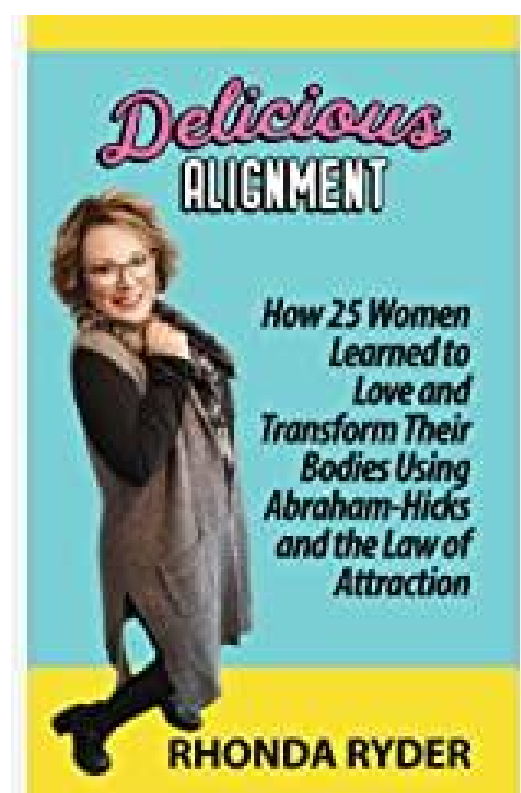


Rhonda Ryder



Rhonda Ryder is a Love Your Body/Love Your Life Coach and author of *Delicious Alignment: How 25 Women Learned to Love and Transform Their Bodies using Abraham-Hicks and The Law of Attraction*.

Free Gift: “3 Create Your Desired Body Visualizations”



Lisa Stewart



Lisa is know as the Inventor Mentor and helps STEAM entrepreneurs build products that sell and change the world from their workbench.

If you're working on your side gig, I invite you to explore tools, courses, + video advice at Build-Your-Own Small Business

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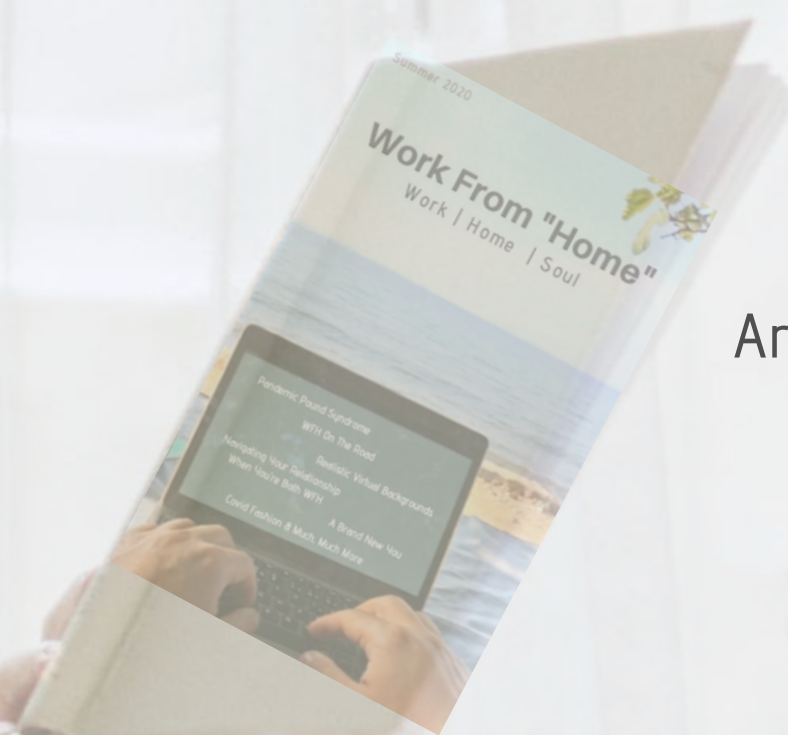
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or a WFH conundrum?
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A person is sitting on the ground, their legs visible in the bottom left corner, wearing blue jeans. They are looking towards a bright campfire made of logs, which is burning with intense orange and yellow flames. Thick white smoke rises from the fire. In the background, there is a calm lake reflecting the light, and a dark, forested mountain range under a pale, hazy sky.

WORK FROM HOME MAGAZINE

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