



# THE SHIFT

## Strategies for overcoming challenges in marketing organizations

According to Gartner, 88% of marketing organizations encouraged or required remote work this past year. And challenges for these remote teams include...



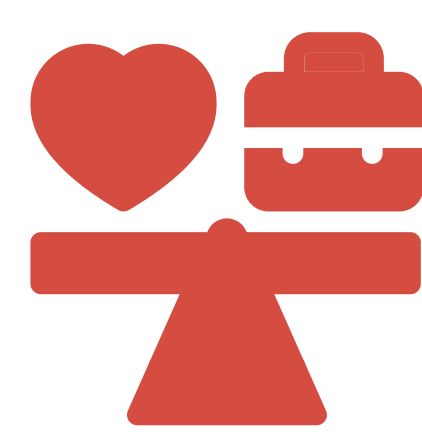
### Communication Barriers

Time zones, tech issues, language differences.



### Lack of In-Person Interaction

Leads to isolation and misunderstandings.



### Work-Life Balance Issues

Blurred personal/professional lines, stress, burnout.

## Marketing leaders need focus on...

### Enhancing Communication



#### Regular Check-ins

For updates, concerns, feedback.



#### Active Listening

Promote open-ended questions, summarize points.



#### Clarity and Concision

Minimize misunderstandings.

### Fostering Teamwork



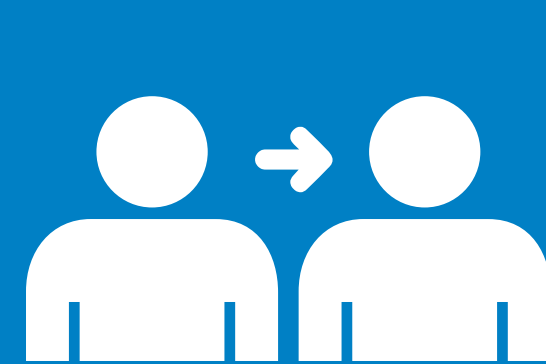
#### Virtual Team-Building

Game nights, happy hours, trivia.



#### Cross-Functional Collaboration

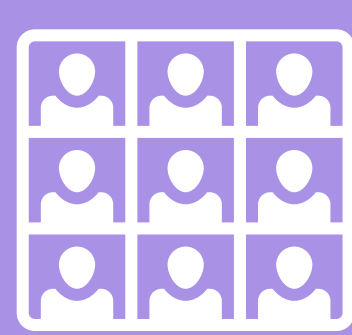
Encourage departmental teamwork.



#### Mentorship Program

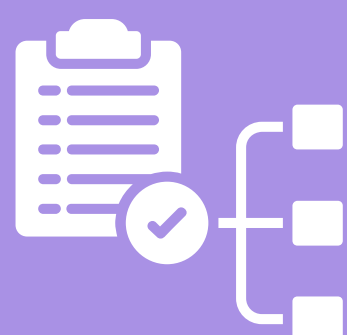
Pair juniors with mentors for growth.

### Remote Work Tools



#### Video Conferencing

Zoom, Teams, Google Meet.



#### Project Management

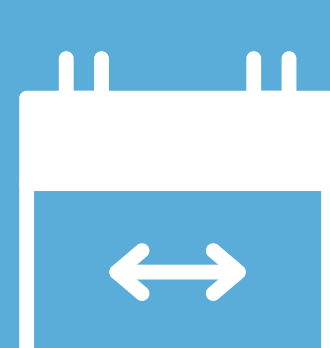
Trello, Asana, Jira.



#### Document Collaboration

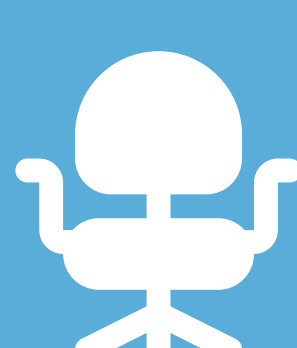
Google Docs, Dropbox Paper, Office Online.

### Tailoring Remote Policies



#### Flexible Schedules

Choose work hours within project deadlines.



#### Ergonomic Equipment

Chairs, desks, headphones for comfort.



#### Encouraging Time Off

Breaks, vacations, mental health days.

### Promoting Creativity in Virtual Meetings



#### Visual Aids

Use whiteboards, diagrams, infographics.



#### Breakout Rooms

For small group discussions.



#### Virtual Icebreakers

Foster relaxed, open atmosphere.