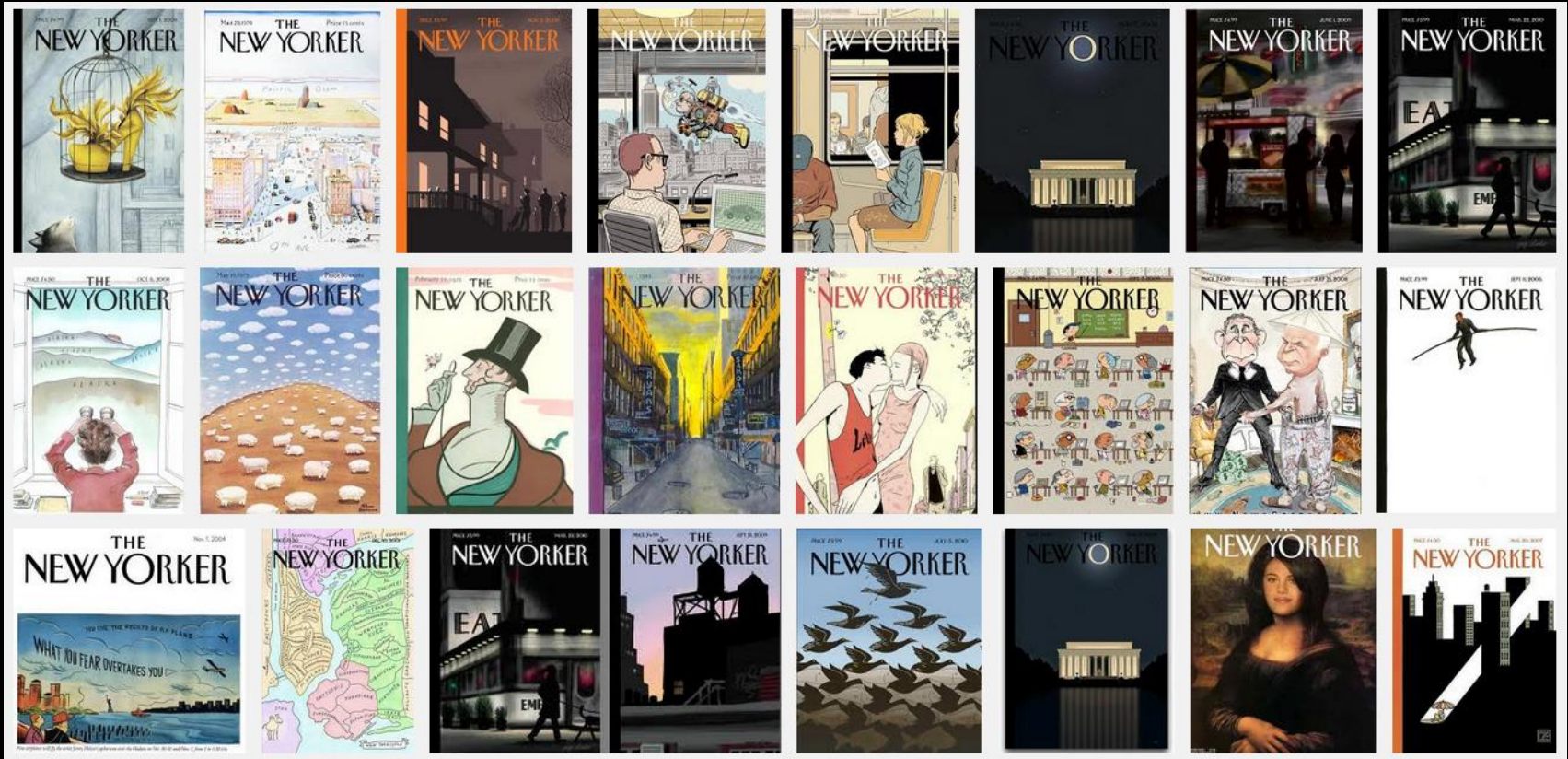




Three Experiments for My Younger Self



Eugene Chung | Organisational Design Director





BLACK LEVI'S.



WHEN THE WORLD ZIGS, ZAG.



Title		THE PRODUCT IS	THE BRAND IS	● ● ● ●
<p>WHAT key business challenge does the brand face?</p>				
<p>WHO are we trying to engage and what competes for their attention?</p>	<p>What's the role for communication?</p>	<p>WHERE and WHEN will communication have most power?</p>		
<p>HOW does the category engage creatively and how could we challenge this?</p>				
<p>Practical considerations</p>				

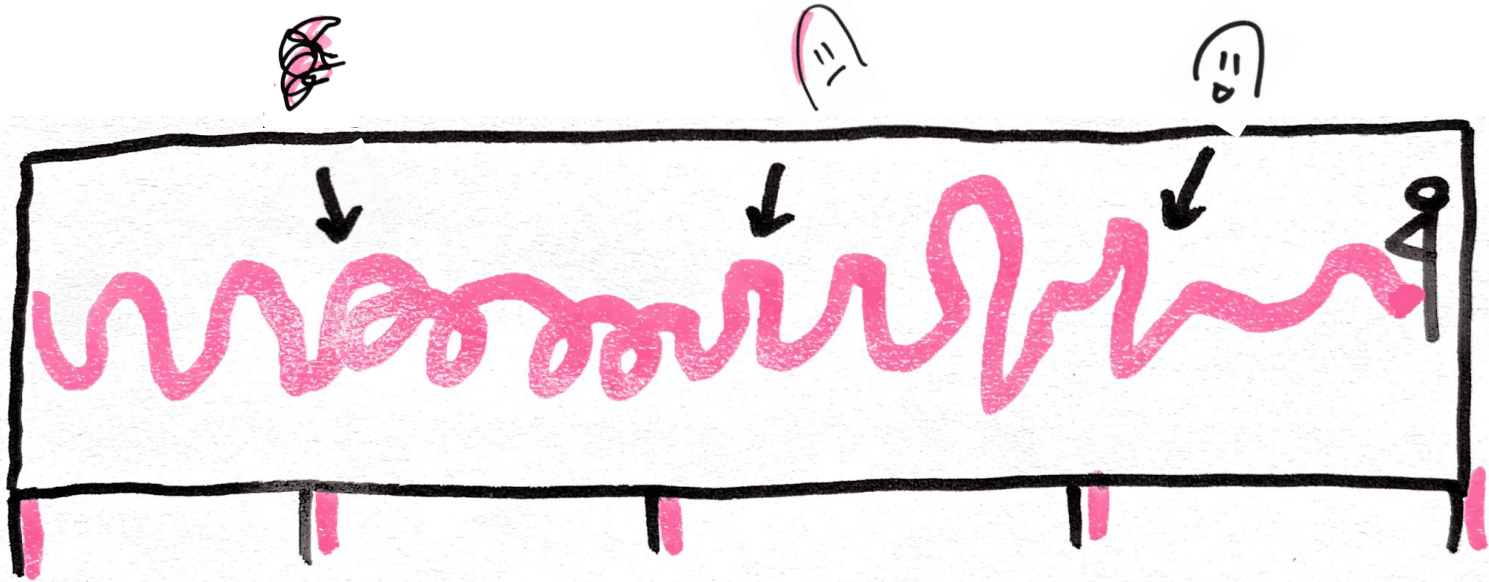




***I don't want to grow up to
be my boss.***

- Me at 25





Too long ago

Now-ish



**Build teams that
embrace people's
differences –**

**– and help them
reach their full
potential.**



Mentally Friendly creates wellbeing outcomes by designing products & services that change lives and re-shape organisations.

**HAPPY
TEAMS
CREATE
CHANGE**



01.

 **Bring leaders and teams together.**

02.

 **Identify what's holding them back.**

03.

 **Get them to try new things, together.**



01.

**Inspire all of you to
try three new things.**

02.

**Create the change you want
to see in your work life.**



Starting with Why



**Work should and can be so
much better.**

3 things I asked:



Why is ‘we’ve always done it this way’ good enough?



A pink brushstroke graphic consisting of three overlapping, rounded shapes, positioned to the left of the main title.

Why does influence depend on tenure?





***Why is my day-to-day
disconnected from
my 'why'?***

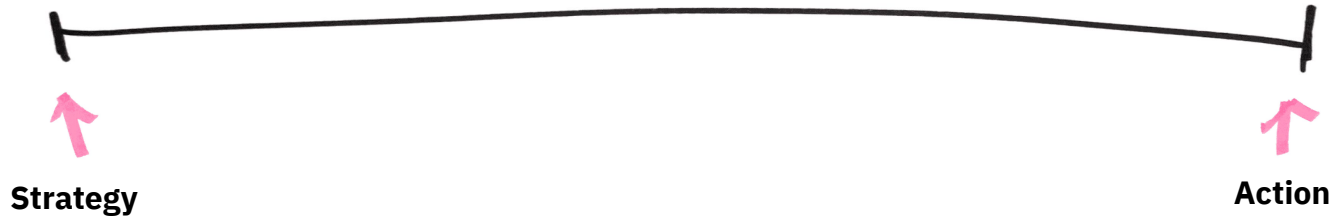




The Strategy-Action Gap

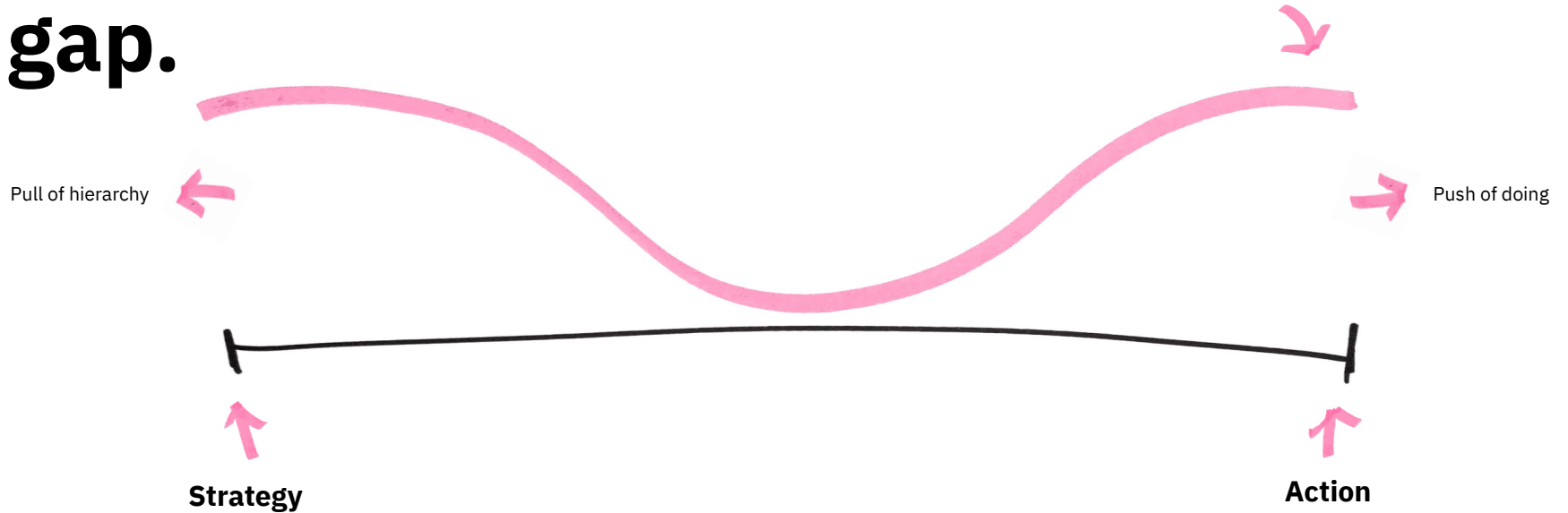


All work lives on a continuum – from strategy to action.



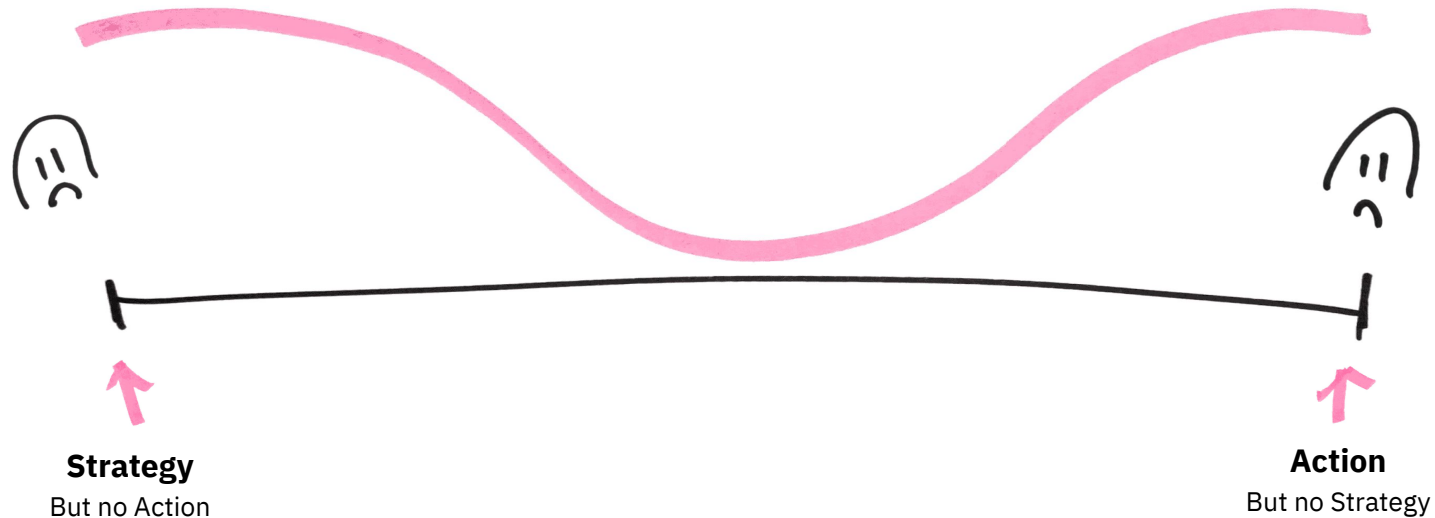


Legacy org structures have created the strategy-action gap.



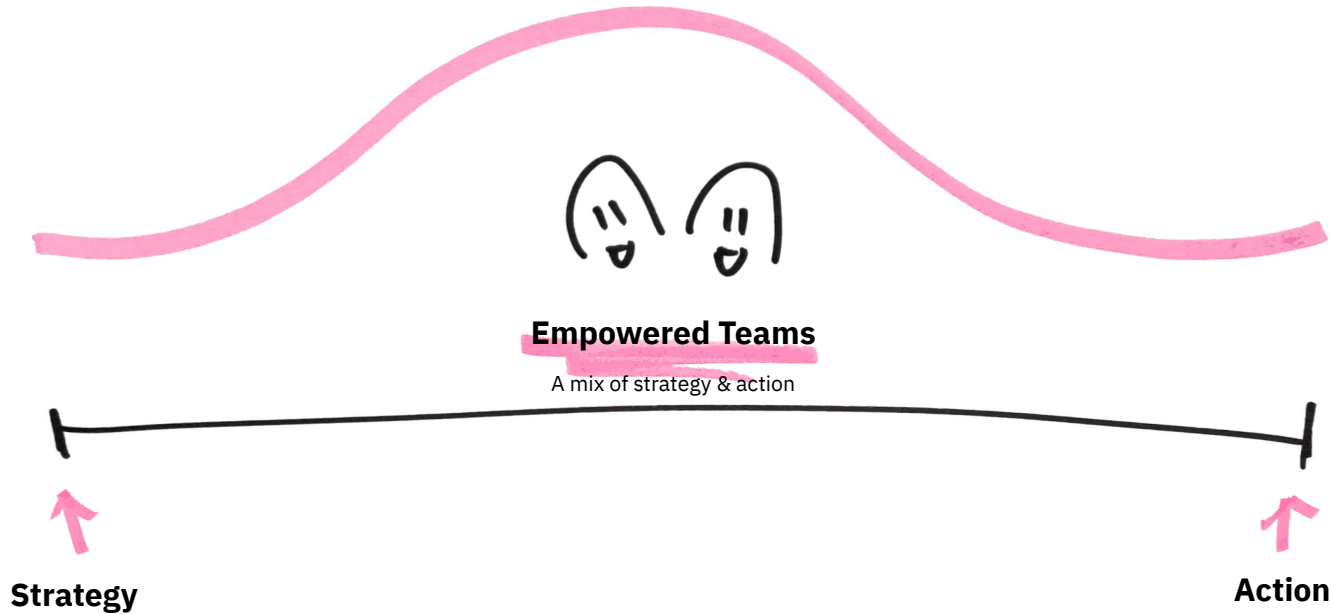


The edges make people sad.





How can we close this gap?





3 Experiments



**Everything you need to try
these experiments is in front
of you.**





What are the most painful parts of your day-to-day?



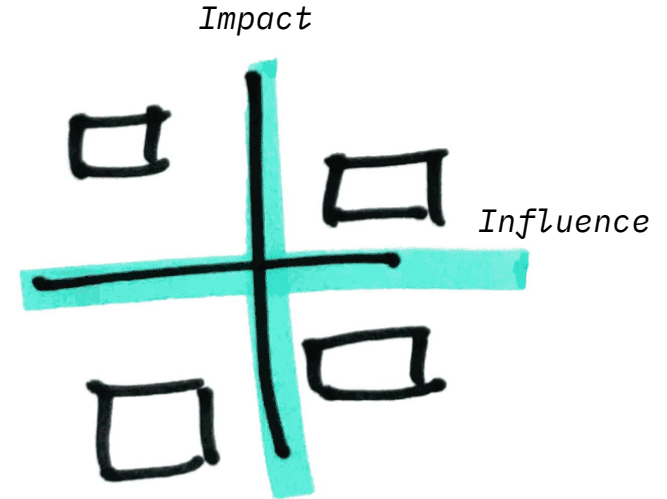


Start small.

Map pain points to this matrix and focus on the things that if you changed them would create a big impact – and are things that you can actually influence.

Ideas:

- Share with a teammate (and talk about why)
- Co-design how you'd change it together
- Try it, learn from it, share with others





**Focus on
changing what you
can influence.**



How does what you do fit in with the larger business?





**Make it your business
to know the business.**



**What are the criteria for why
you are where you are?**





PAIN + REFLECTION
= PROGRESS



Decision Criteria

I decided to join Mentally Friendly in April of 2018 for the following reasons:

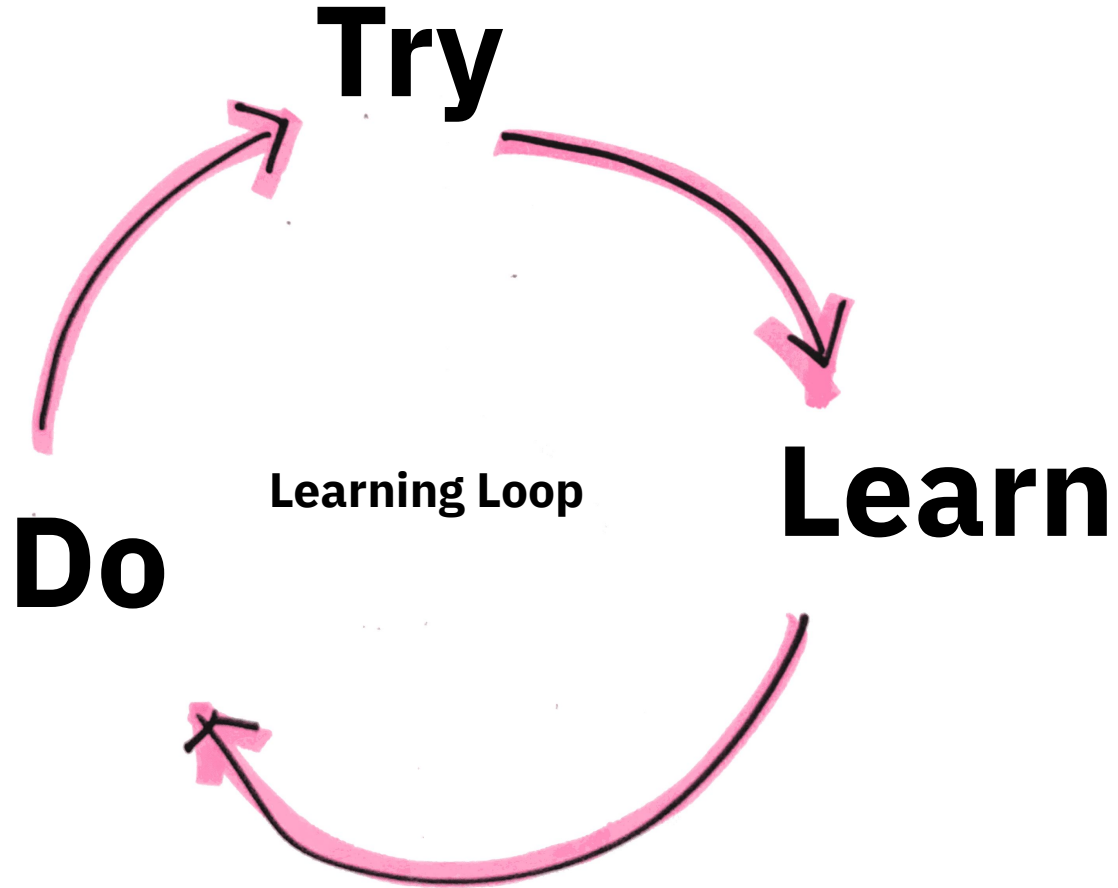
- Choosing the path that offers the most upside for learning and growth
- Choosing a team in Jon and Nick who are genuinely aligned on vision and values
- The ability to build something new for the Sydney market and be the pioneers for this space
- To activate my career purpose of growing people and teams but to do it in a completely new area
- Starting something new with someone you're not 110% aligned with probably isn't a good idea



**Learn from your
big decisions.**



**Experiments give you permission to
try something different to learn
something new.**





01.

 **Change what you
can influence.**

02.

 **Make it your business
to know the business.**

03.

 **Learn from your
big decisions.**



Thank you

Come say hi!



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