



# **MAXIMUS** CADENCE, CONNECTION AND EMOTIONAL COMMITMENT

A Livestream Event related to COVID-19

A close-up photograph of a woman's face, framed by her hands held up to her cheeks. Her eyes are a striking green and are looking directly at the camera. The background is dark, and there are numerous out-of-focus, warm-toned light spots (bokeh) scattered across the scene, creating a dreamy and intimate atmosphere. The lighting is soft, highlighting her features and the texture of her skin.

**CULTURE  
PERMEATES  
THE HOME**



**Laura Norkin** ✓  
@inLaurasWords

A funny thing about quarantining is hearing your partner in full work mode for the first time. Like, I'm married to a "let's circle back" guy — who knew?

1:11 PM · Mar 19, 2020 · [Twitter for iPhone](#)



**513{eats}**  
@513eats

Replying to @inLaurasWords

THIS! My husband- "What's one thing I can do to make your day better?" WTF???

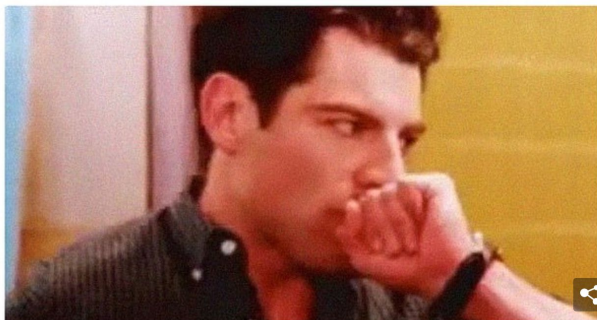
♡ 2,347 6:17 PM - Mar 19, 2020



**alisha**  
@alishawiese

Replying to @inLaurasWords

I'm living with the flesh it out and pivot guy... Not enough Lysol.



♡ 1,978 6:22 PM - Mar 19, 2020



**Leslie J. Anderson**  
@inkhat

Replying to @inLaurasWords @sqiouyilu

The first time I saw Work Husband I was thrilled to find he was a "I don't think Laura was done speaking" guy.

♡ 3,644 1:44 AM - Mar 20, 2020



**Ann Smith**  
@HautAnnie

Replying to @inLaurasWords

Mine said "why don't we table that and revisit it in a couple days..." "Who the f---k is he? We've never tabled a damn thing and revisited anything in our entire 36 year marriage!"

♡ 6,775 8:33 PM - Mar 19, 2020



**Dr Jacqueline Sievert Hardt**  
@JM\_Sievert

Replying to @inLaurasWords

Turns out my husband can actually small talk, just not with anyone we know in non-work life.

♡ 13.6K 6:29 PM - Mar 19, 2020





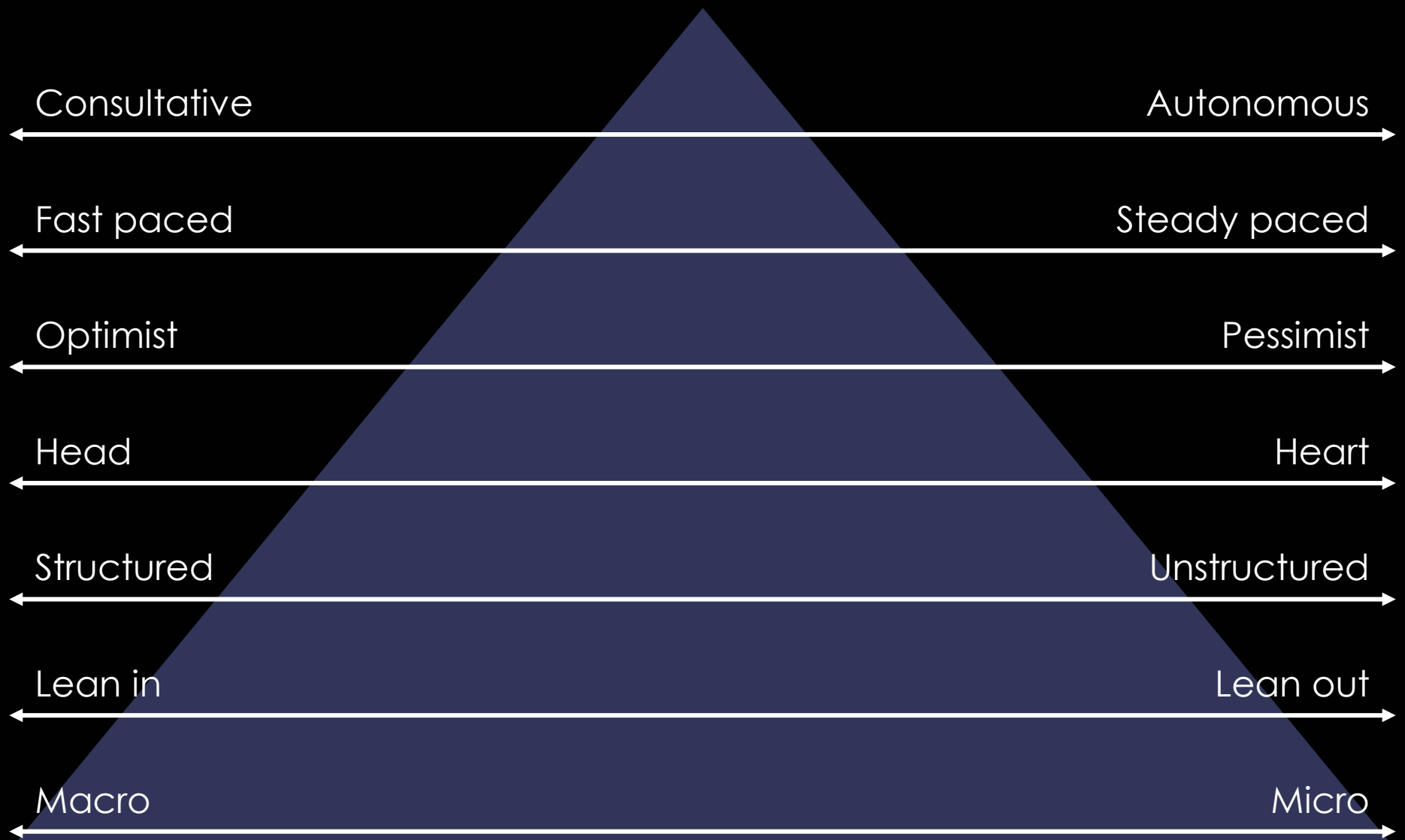
The background of the image shows the silhouettes of several people in a dimly lit room. A bright light source on the left creates a strong yellow and orange glow, with numerous bokeh light spots scattered throughout the scene. The overall mood is warm and intimate.

**CREATING EMOTIONAL  
COMMITMENT VIRTUALLY**



# LEVERS OF EMOTIONAL COMMITMENT

CONNECTION  
TRANSPARENCY  
ACCESSIBILITY





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# BREAK OUT DISCUSSION

How are you showing up as a leader and balancing these to build connection?



# IT'S ALL ABOUT THE BALANCE

When building connection and leading effectively

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## **ACCESSIBILITY + STRENGTH**

How do you show vulnerability to build connection yet balance this with the strength, direction and confidence that people rely on you for



## **LIFT + SUPPORT**

How do you challenge your people to lift whilst showing the care and support they need?



## **ACCOUNTABILITY + FREEDOM**

How do you provide the freedom for individuals to deliver whilst driving a strong sense of accountability?



# CADENCE IN A NEW WORLD





# ADJUSTING YOUR CADENCE

How to ensure you are making the most of your time to create emotional commitment

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- ① **ALL HANDS VS ONE-ON-ONE MEETINGS**  
Have you got the balance right? Are you also making time for informal interactions?
- ② **40/40/20 RULE**  
40% team customers, 40% peers, 20% upwards
- ③ **ACKNOWLEDGING THE NEEDS OF EXTROVERTS AND INTROVERTS**  
Balancing video meetings with walking meetings using audio only



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# GROUP DISCUSSION

How are you shifting cadence as you move into the next phase? How is this impacting your culture?





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# FINAL THOUGHTS

How people are experiencing you?

How they are experiencing themselves in your presence?



**THANK YOU**

MAXIMUS