ANNMARIE SKIN CARE'S

GUIDE TO WORKING FROM HOME

4	**ANNMARIE SKIN CARE,** a line of handcrafted skin care, created using organic and wildcrafted ingredients, that promises beautiful, glowing skin.
TIME ZONES	
29	And, a company that prides itself on being **100% REMOTE,** and loving it!
CITIES	
10	"You don't need everyone physically together to create a strong culture. The best cultures derive from actions people actually take."
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COUNTRIES	**JASON FRIED & DAVID HEINEMEIER HANSSON**
29	Authors of *Remote: Office Not Required*
PEOPLE	

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A MESSAGE FROM KEVIN & RACHEL

KEVIN GIANNI
CEO

For a direct-to-consumer company like ours, it makes sense to have most of our team 100% virtual. We can save money on things like rent, office supplies, utilities and many other things associated with having a physical location and invest it back into marketing, products, and developing our team.

On a personal level, we feel for most, working at home allows a level of freedom that I want every team member to have. I've worked at home for more than 15 years and it's allowed me the luxury to work while traveling in an RV for 2.5 years as well as in 3 different continents. Being tied to an office, or worse, a long commute, takes precious hours and opportunities away from our team. Being remote allows them to be flexible in their life plans as well as professional plans.

RACHEL PACHIVAS
COO

Having the flexibility to work from home and being able to live a complete work-life integration can be so essential to someone's happiness. I think we are changing as a society in a way that really encourages employers to do better than the status quo—to take care of their team and create an atmosphere where they can thrive, be happy, and succeed at work, all while enjoying their personal lives.

We really want to inspire our team to take care of themselves on a deeper level...
So that as they go out into the world and as they go through their day to day, they're affecting people's lives in such a positive way.

Disproving Common Misconceptions & The Honest Truth

We believe that being remote is more beneficial for us as a company and we have processes in place to make sure all of our employees are successful.

Here are some common misconceptions about remote work and our honest thoughts.

01

"Isn't it lonely? Doesn't that mean there is no culture?"

Honestly, no. One of our top priorities at ASC is our culture. We put a lot of thought into making sure our team members feel connected on a daily basis.

UTILIZING ZOOM

A huge aspect of our company culture is **our utilization of Zoom, a video conferencing tool.** We use Zoom for the majority of our meetings, as we believe it is important to have face-to-face interactions as often as possible. We have a **weekly huddle on Zoom,** every Monday, and **start with either a group stretch or meditation.** Then, everyone on the call goes around and **talks about the tasks and projects they are working on for the week.** We continue these updates into the week with our daily Slack huddles. So really, everyone is connecting with the entire team, on a daily basis! We even have the majority of our interviews with candidates via Zoom.

TIP #01 — **CONNECTING**

'On each new hire's first day, we have "Tea Time", where everyone who is available, hops on Zoom and we all have tea ... and chat about a new topic.'

On each new hire's first day, we have "Tea Time", where everyone who is available, hops on Zoom and we all have tea (or any drink of your choice) and chat about a fun topic. We also have new hires, meet with each person on the team via Zoom, in groups of 2-3, so they have the opportunity to meet everyone. We call these shadow sessions.

Additionally, we encourage our team members to have coffee catch-ups via Zoom so people continue to feel connected.

WHEN WE SEE EACH OTHER
There are two occasions each year where the entire team is all together—our annual retreat and our holiday party.

We also provide a budget for monthly lunches, monthly happy hours and quarterly dinners to our team members that live in areas with 2+ people.

ASC CULTURE INITIATIVES

On top of all this **we have a culture committee** that meets 1x per month, and we also track company-wide KPIs related to our culture initiatives.

Some of these initiatives include:

VOLUNTEER PROGRAM

Each team member is allotted 24 hours per year towards volunteering.

YEARLY CHALLENGE
& QUARTERLY WELLNESS FOCUS

We kick off every year with a team challenge. We also have a different wellness theme that we focus on, that changes every quarter. We provide the team with resources, tips, webinars and much more that are associated with the theme.

COMMITMENT TO SUSTAINABILITY

We send the team monthly surveys asking each of them to let us know how they are participating in creating a more beautiful and sustainable world. We track their responses and include them in our annual Sustainability Report.

BOOK CLUB

Our book club encourages personal and professional growth, as we read a new book every quarter and host a discussion at the end.

WORK LIFE INTEGRATION CREDIT

We contribute $50 per month to each team member, to be used towards something that makes their lives easier/ healthier.

QUARTERLY DINNERS

For our team members that live close to each other, we sponsor quarterly dinners so people can connect in person.

We have **a dedicated Team Development Manager** who is responsible for implementing these initiatives.

02

"How do you know people are actually working and not watching Netflix?"

We have a **Culture Manual** that we send to all candidates to review, prior to their initial interview. Here we discuss "who is an ASC Team Member?" and our goal to have a "dream team" of "A" performers. In alignment with this sentiment, we aim to hire self-starters who work hard and have no trouble getting their work done. For our employees that are new to remote work, we offer them tips and suggestions (this guide included!), and the majority of them find that they LOVE it.

"... We have an in-depth onboarding project that lives in Asana that all our new hires go through. The majority of our team is onboarded remotely, with a one-month minimum onboarding period."

We use Asana, a project management platform, that helps with company-wide transparency on all projects and their progress. Additionally, we have an in-depth onboarding project that lives in Asana that all our new hires go through. The majority of our team is onboarded remotely, with a one-month minimum onboarding period. We find that this truly helps new employees successfully acclimate to their position, our company, and our dream team.

Our managers also clearly communicate expectations and deadlines. **We aim to set our team members up for success** so that they understand their projects, tasks, KPI's, and deadlines. They are also expected to regularly update their manager on all of the above, and utilize Asana to do so.

MISCONCEPTION

03

"Isn't it hard to communicate with each other?"

Effective and efficient communication is the key to succeeding in a remote work environment.

We have an in-depth **Communication Protocol** that lays out how we communicate at ASC.

This includes:

HOW TO BE A DIRECT COMMUNICATOR

- Be **transparent.**

- **Give feedback** to everyone, including managers.

- **Listen well** and **seek understanding** before responding.

- **Be concise** and **articulate** what you mean **kindly and clearly** in speech and writing.

TIP #03 — **COMMUNICATION**

"We have an in-depth [Communication Protocol](#) that lays out how we communicate at ASC."

PEAK TIMES, WORKING HOURS & LUNCH BREAKS

✅ **Indicate "Peak Times" on your calendar.** We want to honor peak times so that everyone is working at the time when they are the most efficient.

✅ **Add working hours and break hours** to your Google calendar as an all day event.

✅ Additionally, if you are **taking a lunch break** or any other needed break, **please add this in to your calendar.**

COMMUNICATION CHANNELS & TOOLS

All of our tools utilize the cloud, so our work is always there and saved, as long as there is working internet.

Slack

a chat tool for instant communication and can be used to coordinate and chat in real time with individuals or multiple teammates.

Include working hours in your Slack status so that your team knows when you are online. **Update this daily.** Let people know when you are stepping away from the computer.
e.g. lunch, breaks, etc.

Asana

A project management tool that we use to track and manage our work such as organizing tasks, group projects, requests etc.

TIP #04 — **NOISE LEVELS**

"... avoid taking calls in noisy coffee shops."

Zoom

A video conferencing tool for meetings.

✓ During meetings—**keep your video on, stay engaged** and **avoid** taking calls in noisy coffee shops.

✓ For meetings with outside vendors or sales calls, make sure you are **in a quiet space with good lighting** and **strong internet connection.**

"For meetings with outside vendors or sales calls, make sure you are in a quiet space with good lighting and strong internet connection."

Rippling Watercooler

We use this to welcome new team members, house short team announcements, to post OOO or PTO updates, and post OOO Asana Boards.

G SUITE

Gmail

Used for external communication, team wide/ company updates that do not fall under the Rippling Protocol..

✅ If it's a lengthier conversation, start an email thread in Gmail.

Gchat

A chat tool for instant communication, and coordinating/ chatting in real time. Have gchat open at all times.

Sheets, Slides, Docs, Forms

Allows us to create and edit documents, spreadsheets, and presentations online while collaborating in real-time with other users.

TIP #06 — **CONTEXT IS KEY**

"Being a remote company, we never know where people are in their day. Prefacing communication with context can really help prevent miscommunication. Letting team members know when you are focusing on a project, in a meeting, moving from your home to a cafe, etc. will help them understand if your responses are shorter than normal. Overcommunicating is always better than making assumptions."

Some of these tips were pulled from Trello's "How to Embrace Remote Work"

COMMUNICATION TIPS

☑ Remember that **behind each chat is a human being** with feelings and reactions.

☑ If you have feedback to give, **do this via video call.**

☑ If an email **goes longer than 3-4 responses,** pick up the phone and **have a call.**

☑ One person may perceive a chat as **an argument** when the other perceives it as **a discussion**—hence **give context!**

TYPES OF ONGOING MEETINGS

Touchbases (TB's)
These are typically with your direct managers or team members you work with consistently.

Department Team Meetings
These are meetings with your department.

The Daily Huddles
On Monday's this is on Zoom and Tues-Friday it's on Slack and these are where we provide our daily updates on tasks and projects.

Team Education
Introducing a new product to the team

Quarterly Growth & Overview
These meetings are 1x per quarter where each department goes over key takeaways & learnings from the quarter, and where upcoming quarter goals are rolled out to the team.

MISCONCEPTION

04

"Should I be available at all hours of the day because I work from home?"

Definitely not! Work-life balance is a key aspect of our culture.

"[Taking breaks] is necessary in order to ... maintain a happy work from home routine."

We ask that each team member adds their working hours to their Google Calendar, and in their Slack status, so everyone else knows when they are working. **We aim to be respectful of these hours.**

We also want our team to take their lunch breaks, along with breaks throughout the day! All team members are provided a one hour paid lunch period along with 15 minute breaks every 2 hours.

We find that this is necessary in order to stay productive and more importantly, maintain a happy work from home routine.
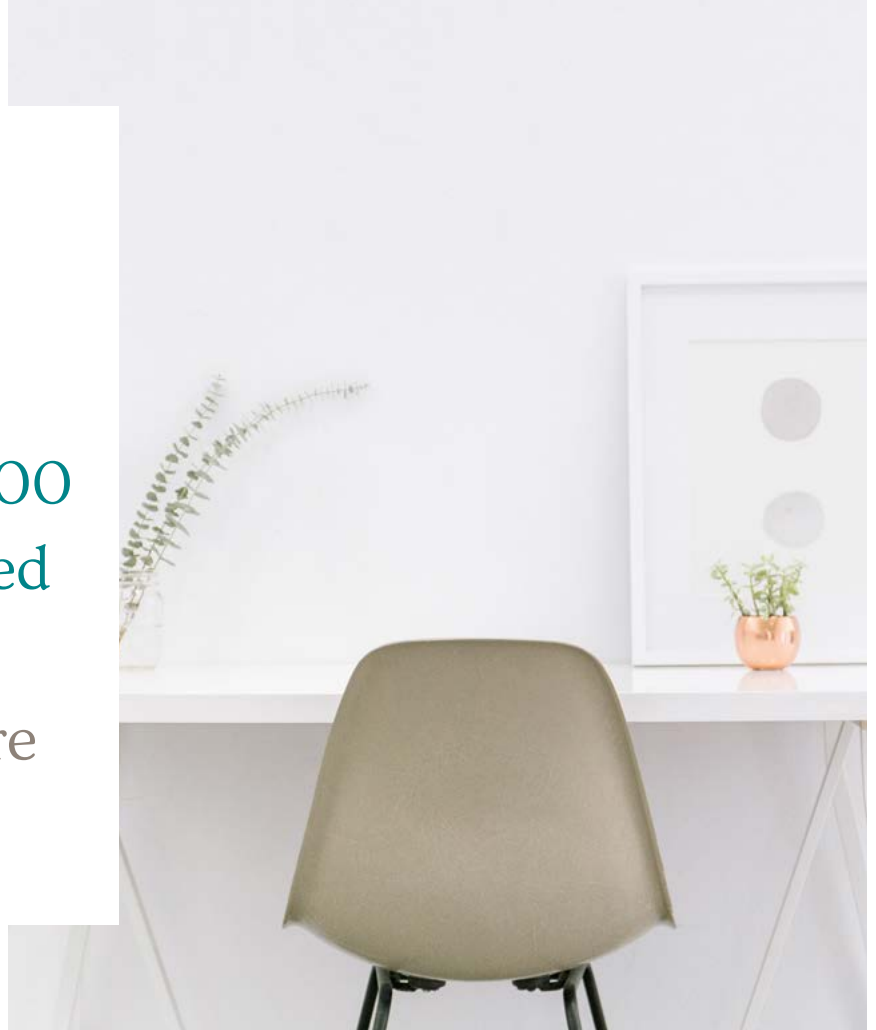
Your Workspace & Routine

"After your 90-day trial, we offer each remote employee $100 towards office-related items, to help make your workspace more comfortable."

Please **create a functioning, comfortable workspace for yourself** in your home. This is key for productivity, efficiency and overall body health. After your 90-day trial, we offer each remote employee $100 towards office-related items, to help make your workspace more comfortable. Some examples of approved items: monitor, mouse, keyboard, mousepad, adaptor, pens, plants, etc.

"Create a morning routine for yourself, and don't jump right into emails until you start feeling like more of a person."

Don't work from your bed. Although it may seem like a great comfy space for your meetings, **our beds should be a sacred space, separate from work.** They should be associated with sleep and rest. **You want to create a separation between work and home.** At ASC, a work-life balance is a key aspect of our culture, and restful sleep is a huge part of that.*

*Some of these tips were pulled from Vice's article "How to work from home and not feel like a lonely garbage slug" & Trello's "How to Embrace Remote Work"

Get ready for work. Shower, wash your face, brush your teeth, do a face mask (perhaps our **Illuminating Pearl Mask**), change your clothes—whatever makes you feel fresh and ready for your new workday. Create a morning routine for yourself, and don't jump right into emails until you start feeling like more of a person.

Take breaks regularly. Step away from your computer during your lunch break, go for a walk, move and stretch your body... whatever works for you. In nice weather, set up your workstation outside (if you can) or take a meeting (that doesn't require you to look at your screen) outside. A change of scenery and fresh air can make all the difference. Set an end time for your day and make plans after work.*

*Some of these tips were pulled from Vice's article "How to work from home and not feel like a lonely garbage slug" & Trello's "How to Embrace Remote Work"

RACHEL'S ROUTINE

"Each morning I wake up and take a few minutes to stretch. Then, I start with turning on the kettle to make my tea. While my tea is steeping, I start to do some light housework and self prep: feeding the cats, lighting incense, putting on a mask (our Illuminating Pearl Mask is my go-to), making sure my office space is ready to go for when I start work.

After I make my tea, I like to take about 20 minutes in the morning to either meditate or read a bit of whatever book I am currently reading. Sometimes (this doesn't always happen, especially if I am doing extra pampering), I do red light therapy, gua sha or facial cupping.

Next, I like to shower and get ready, as if I am going to work. Gym clothes are definitely an option here... I only commit to wearing normal clothes 3 days a week (lol).

Once I am ready, I open my laptop to start work. I try to make a conscious effort not to look at anything work-related until I get to this point... or else I'll be sucked in."

ERGONOMICS 101

Ergonomics is the study of people's efficiency in their working environment. Adjusting to your new home workspace can be a process—making sure your computer is in the right place & your wrists, shoulders, neck and back are in the right posture.

Here are some tips* to help you avoid ergonomic hazards:

✓ It is best **to use a desk, adjustable chair, a desktop** or laptop with a separate keyboard, mouse and monitor.

✓ A **standing desk is ideal** to change postures during the day.
Awkward postures lead to back pain when seated too long.

✓ **Protect yourself from screen glare** to avoid eye strain.
*Blue light glasses can be extremely helpful with this. **Here's a link to a pair**, but there are many other options out there.*

✓ Place any screen **at 90 degrees** to the light source.

✓ Take breaks every 20 minutes to **stand, stretch and correct your posture.**

Tips pulled from "Ergonomics 101 for Remote Workers"

When you are not at your home office:

✅ Place your laptop on a book or object to get the screen top to eye level.

✅ Use a wireless mouse and keyboard when possible.

INTERNET

We require that during working hours, all team members are in an environment that has an internet connection and you can have undisrupted meetings and workflow. If you are having internet issues or limited internet access, please communicate this to your team, and work from an alternate location ex: library, shared workspace, cafe, etc.

If you experience this issue, here are some helpful tips:

- ☑ Restart your router.

- ☑ Restart your computer.

- ☑ Plug directly into the router.

- ☑ Try using the hotspot on your phone.

Tips from Our Team

CHELSEA FISHER
Customer Care Specialist
(California)

"Try to silence all notifications during peak hours in order to crank out some work. Bookmark all relevant documents that you may need for easy access."
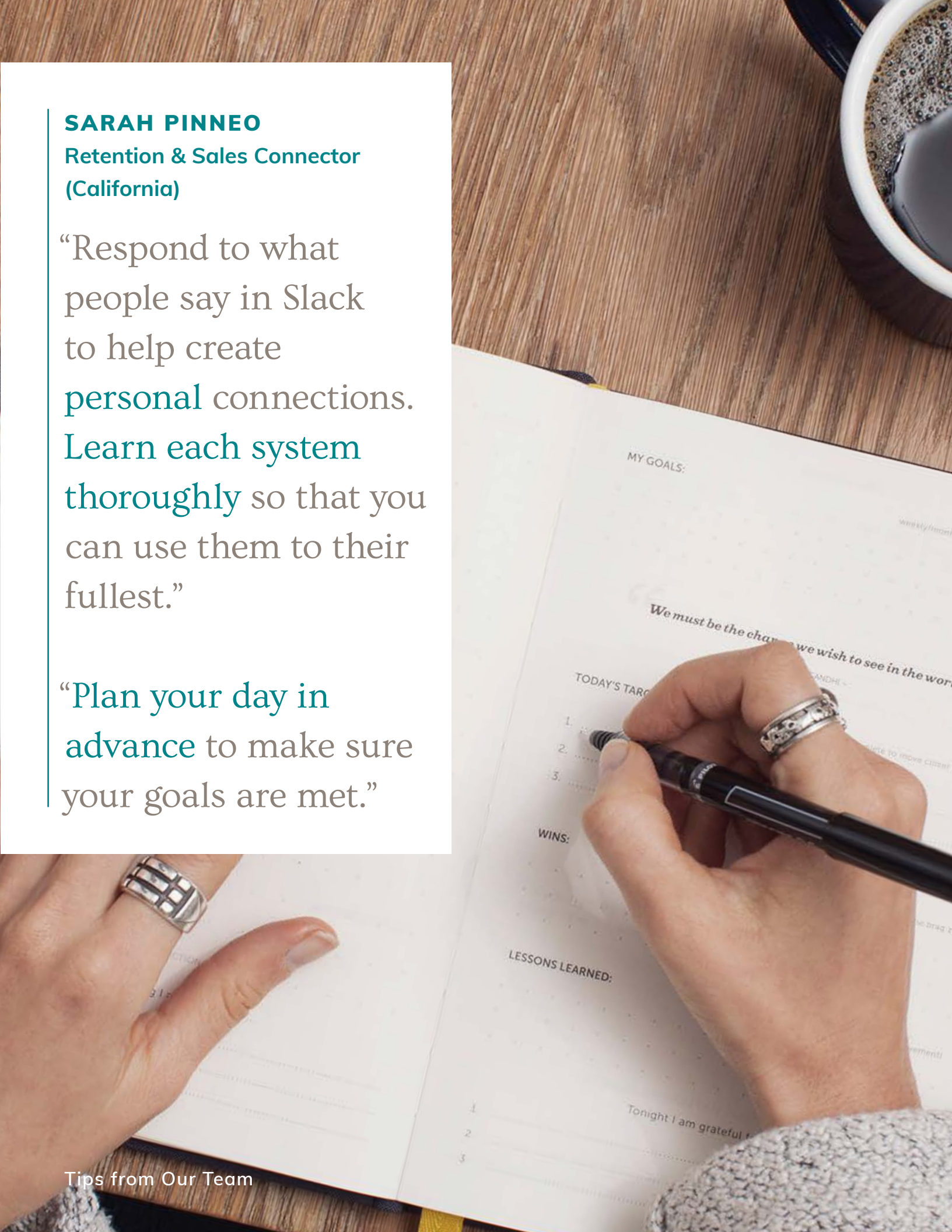
"You are not on an island. We are all here to help and support you however you need."

Tips from Our Team

SARAH PINNEO
Retention & Sales Connector
(California)

"Respond to what people say in Slack to help create **personal** connections. Learn each system **thoroughly** so that you can use them to their fullest."

"**Plan your day in advance** to make sure your goals are met."

LAURYN SNELSON
Marketing Project Manager
(Colorado)

"Create a routine. When it's time to be done with work, be done. If you get super antsy, get-up to walk around, take a breather, then get back to work."

"Be sure to take breaks and give yourself a hard stop at the end of the workday at least 2 out of 5 days of the week. It can be really easy to keep working with little to no distractions, but you will burn out if you don't take time for yourself."

"Get a change of scenery every once in a while: go to a coffee shop or a community workspace."

"Have a morning routine as you would if you had to go into the office and don't work in your PJs. If you "feel" ready to work, your productivity will increase."

Tips from Our Team

ALICIA MUCHOW
Retention & Sales Manager (Texas)

"Set the space i.e. diffuser, a cup of tea, etc. Become a self-starter."

"Create a schedule that works for you and stick to it as best you can so you don't get distracted or feel off task or unmotivated. Whatever helps you get in the zone and stay focused is how you should set your schedule. It is a wonderful perk, but it can have an adjustment period. Just see what is best for you."

Tips from Our Team

RACHEL DOHERTY
Influencer Program Manager
(Florida)

"Keep an up-to-date calendar and add everything into it so you can stay on track. Get a bouncy chair."

Tips from Our Team

ANDREA DUFFY
Influencer Manager
(Kansas)

"Have a place to work that is an office/space in your home with a strong routine to your day."

"Also, it's easy to become a hermit or forget to take advantage of the work remote life and not go to a coffee shop or WeWork. As part of your routine, get out of the house once or twice a week. Even if it's something like lunch with a friend or a workout at the gym. You feel refreshed when you get home and your mind gets rebooted to be in our ever-evolving workplace."

Tips from Our Team

NIKKI TRAN
Wholesale & PR Intern
(Louisiana)

"Be sure to get out once or twice a week. Whether that's working at a coffee shop, workspace or another location. Surround yourself with other people that are working or just simply doing something because it can make you more productive."

"The most important tip is to take breaks or schedule lunch— if you don't, you can easily forget to take care of yourself and will feel burnt out at the end of the day."

"Another tip is to take a couple of minutes not looking at the computer screen, go for a 10 min walk, make coffee or a smoothie, just do something active because staring at the computer screen all day can make you more tired later."

Tips from Our Team

LISA ALFARO
Executive Assistant
(New York)

"Make your workspace cozy. Block off time on your calendar when you want to work on certain projects, so that others know you are not to be disturbed."

"Have a set desk/work area that's comfortable and clean. I like to have music playing as background noise—it helps me focus and makes me feel less alone (not that I feel lonely at all when I'm home, but that helps!). Connect daily/a few times a week with teammates to catch up, say hi, etc. Definitely take breaks and get away from the computer. Resist the urge to do laundry, dishes, clean up, etc. by knowing that you'll do those things during your breaks. Schedule out blocks of time in your calendar to help focus and get things done."

Tips from Our Team

ABBIE CUNNINGHAM
Recruiting & Team Development
Manager (California)

"Play something in the background like music or podcast. Get ready for work every day—shower, brush your teeth, etc.—whatever makes you feel ready for a new day."

LEAH EDUN
Director of Marketing
(California)

"Create a routine and time your tasks."

KATIE DAVIS
Customer Care Manager
(California)

"Schedule breaks—that will remind you to take time to get up and stretch, go outside, recharge/refresh, etc."

JEN BROWN
Operations Manager
(California)

"Stay organized, make a schedule each day and stick to it, create a good work environment for yourself!"

ALEXANDRA MONTIGNY
Customer Care Specialist
(Nevada)

"Humans are creatures of habit, so take some time to find a routine that is best suited for your working style and be sure to make that routine a priority."

Tips from Our Team

KATE CALLAWAY
Customer Care Specialist
(Kansas)

"A solid routine is amazing. Check-ins throughout the day via slack with your team to maintain accountability. Get out of the house from time to time, otherwise, you turn into a hermit."

Tips from Our Team

HELEN GONG
Senior Accountant
(New York)

"I find that creating a list of things that I need to do in the week helps me be more productive. Working in a brighter space also helps a lot with my mood. Establishing a place to work in the house also helps so that it feels more routine!"

GWEN CUNNINGHAM
Product Development Associate
(California)

"Find ways to get out of the house/meet up with people who are also working remotely! It can be isolating at times, so it's important to surround yourself with people (even if they are strangers) when you can."

Tips from Our Team

ADDITIONAL READING & RESOURCES

INSPIRATION & PIECES PULLED FROM:

01   **"How to Embrace Remote Work" by Trello**

02   **Out of Office, Chapter 5: "What does team culture mean?"**

03   **Ergonomics 101 for Remote Workers**

04   **How to work from home and not feel like a lonely garbage slug**

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