

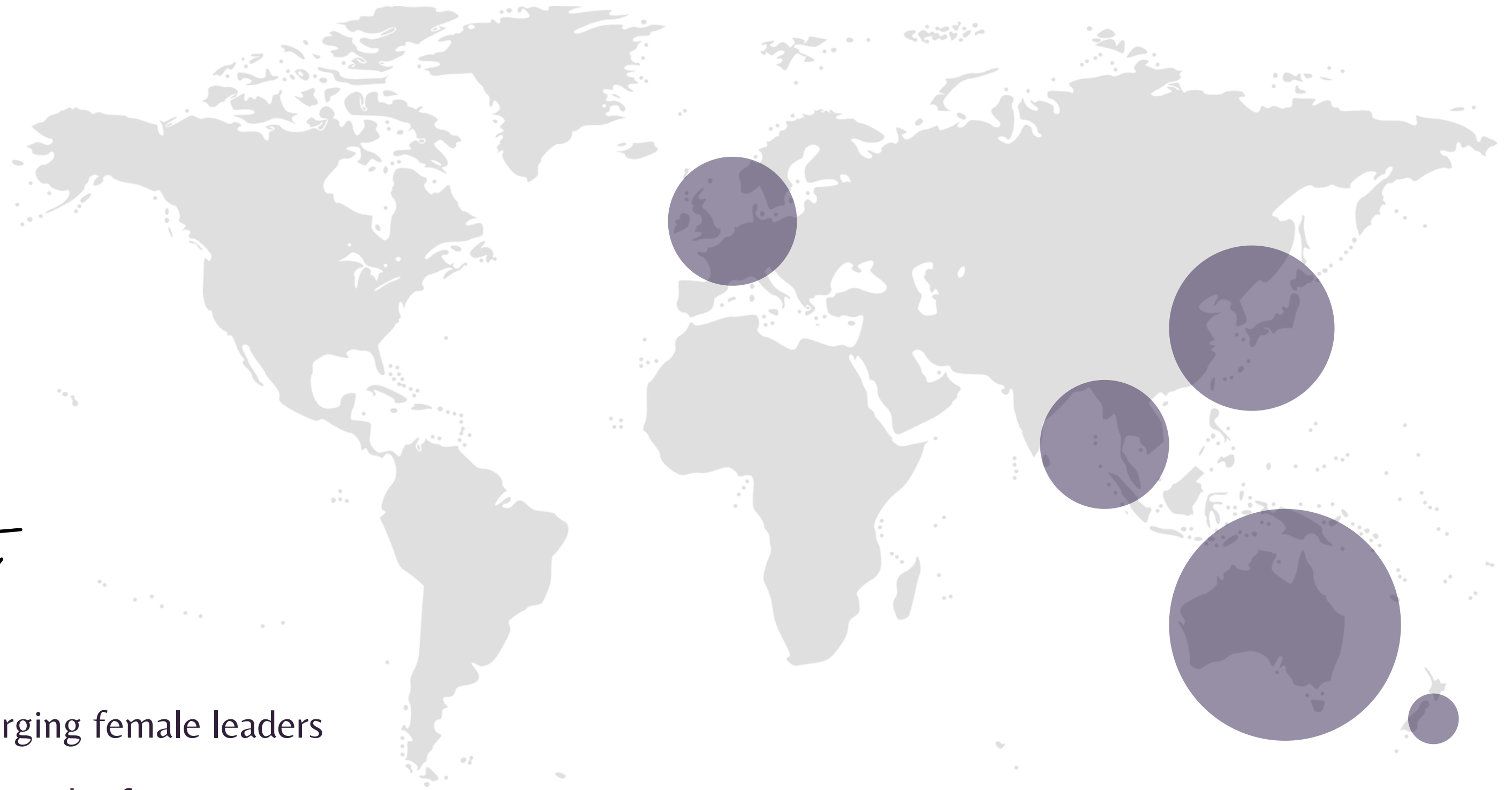


Leading from the

~~boardroom~~

living room

live, unfiltered conversations with global executives



Our impact

- Empowered +5,000 emerging female leaders
- Established an online network of +12,000
- Provided +2,000 hours of leadership development & strategic advisory
- Established an elite network of +700 business leaders globally

With thanks to



our guest speaker, **Natsumi Akita, Vice President of Marketing, Adobe Japan.**

Natsumi oversees marketing activities in Japan such as Adobe cloud service marketing, demand generation, public relations / social media, and communication strategies including branding. Prior to joining Adobe, Natsumi held various key positions, including General Manager of the Digital Solutions Department at Citibank Japan and Vice President of MasterCard Japan.

And moderator, Sarah Liu,
Managing Director of The Dream Collective



As VP of Marketing, what has been your biggest challenge at this time & how did you overcome it?

- **Cancellation of our biggest event of the year**, Adobe Summit, with 20,000 people invited, just two weeks before the event.
- We transitioned the summit to an online experience and as a result, **maximised our global reach** and accessibility, resulting in having 250,000 attend.
- Through this experience, we learned how a **crisis can be transformed into an opportunity**.

How is Adobe supporting their employees at this time?

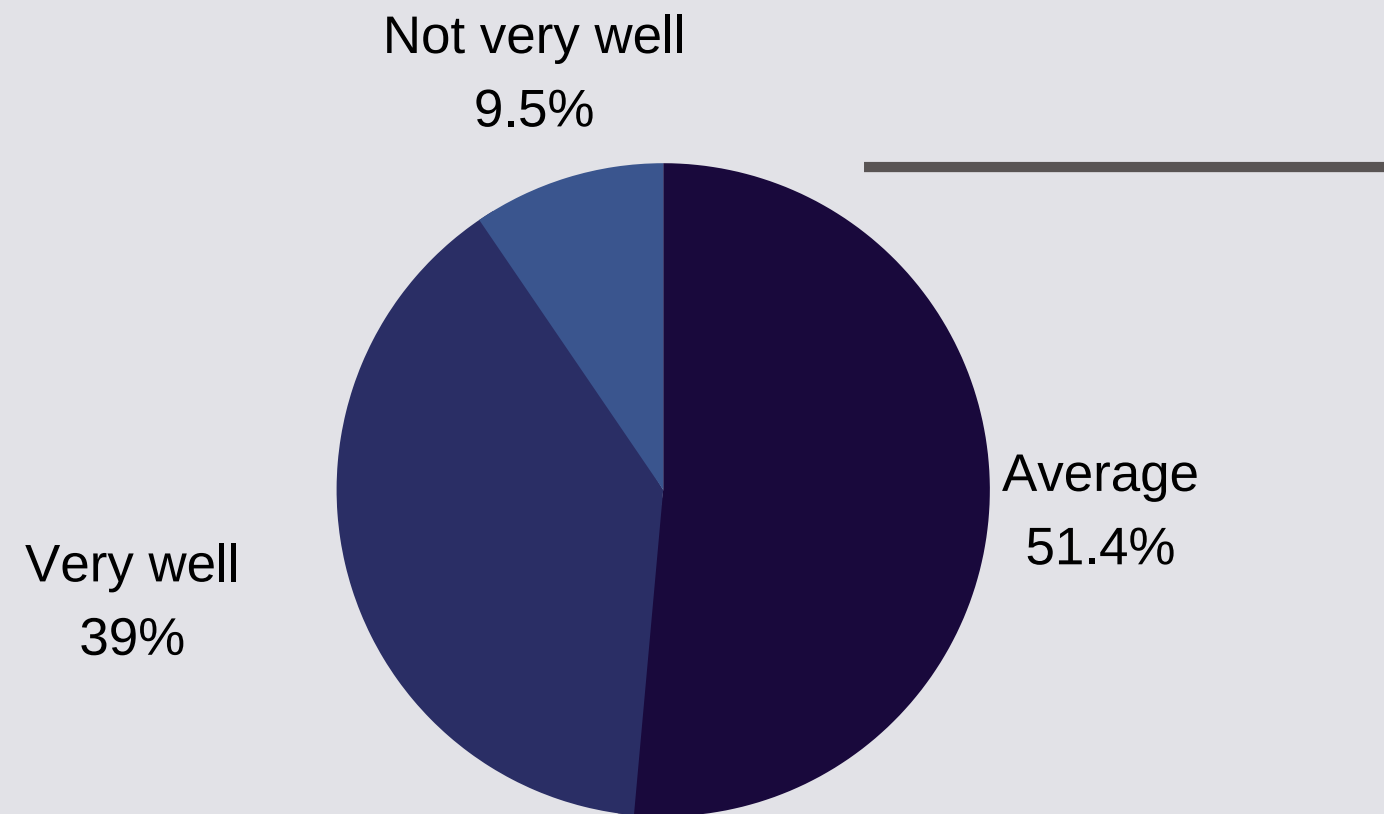
- **Flexible schedules:** To prioritise employee wellbeing, Adobe actively encourages flexibility at this time to enhance employee work-life balance given their individual circumstances.
- **Global Day Off:** coinciding with the International Day of Families, Adobe employees around the world will take the same day off to completely unplug without worrying about what they might miss at work.
- **WFH expense fund:** Adobe has introduced a \$500USD expense fund dedicated for employees to optimise their working from home setups and assist with productivity.

What advice would you give leaders to move from a fear mindset to one of innovation & creativity?

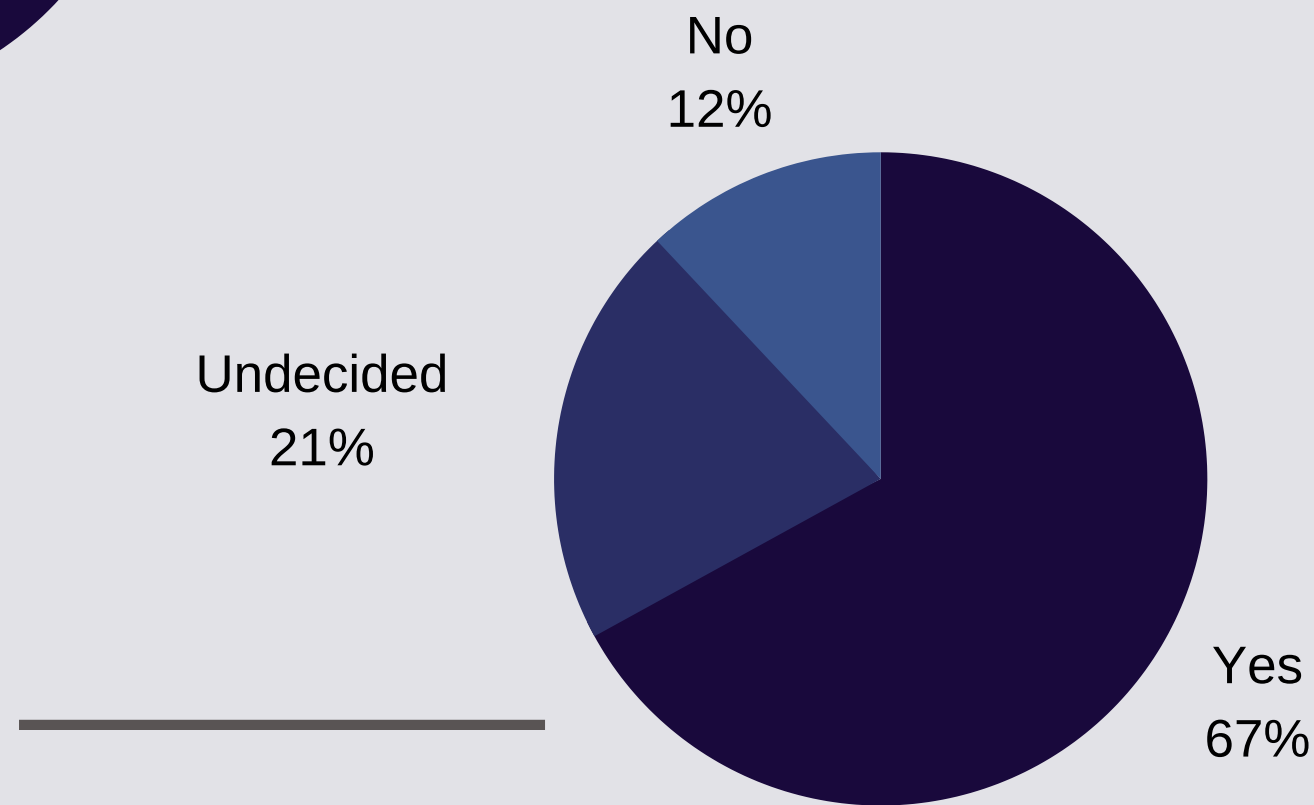
- Leaders should have a **long-term focus**, rather than focusing only on short-term challenges. Business opportunities can be generated by thinking about what people will need in the future.
- Many businesses have pivoted to offer their services online. Coming out of COVID-19, it is likely that this **transition will be sustained** in a lot of industries. Leaders should be thinking about how they can leverage this change into the future.
- Leaders need to shift their mindset to be open to **new, innovative ways of doing things**, rather than getting stuck in thinking about how they have done things in the past. It is through this mindset shift that leaders will be ready to **adapt to change quickly and flexibly**.

Polling results

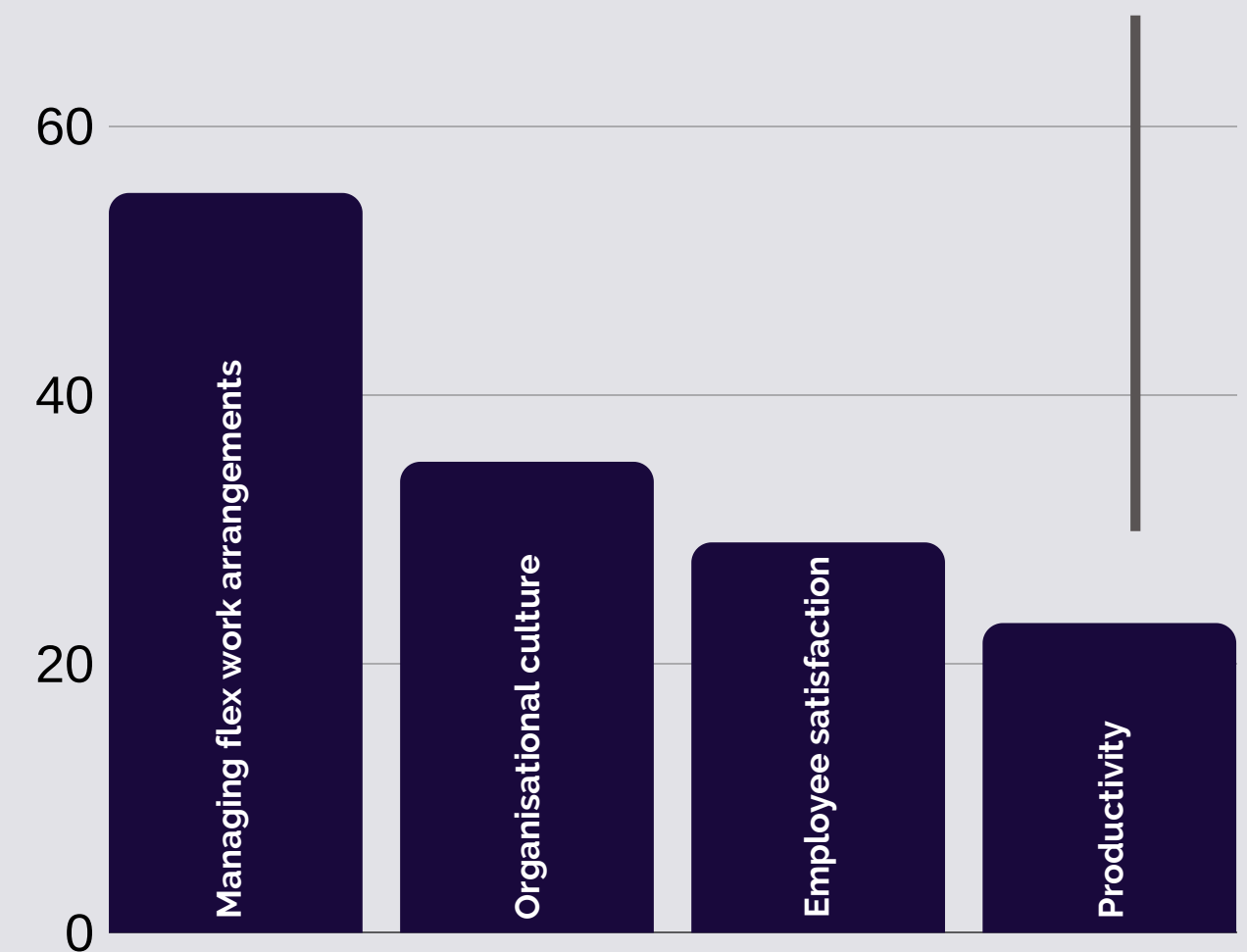
1. How well do you feel your company has equipped leaders to lead remotely?



2. Do you think your company will be updating their flex/WFH policy post-COVID?



3. What do you foresee as the biggest challenge in transitioning back to working from the office?



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Leading From The Living Room.



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