



# ARCH Support

**Getting Over the Hump**  
**Getting Through a Slump**  
**Flattening the Curve**

*Wednesday's Tip Sheet: Steps pros took to get through a challenging time in life.*

## **FEATURED PRO: *Vince Kalt, Vice President – Senior Adviser, BVK***

*BVK is a top 25 independent marketing and advertising agency headquartered in Milwaukee. With deep subject matter expertise in travel and tourism, healthcare, higher education, B2B and CPG, we are structured as a series of specialized teams integrated seamlessly under one roof.*

### **TELL US ABOUT A CHALLENGING PROJECT OR DIFFICULT TIME IN YOUR LIFE:**

I'll admit then when I first heard of coronavirus and the impending shelter in place order, I was oddly... *optimistic*? An introvert by nature, the idea of working at home with my favorite people (my wife, Katie, and three kids) sounded kind of nice.

Then the idea became reality. And reality was very, very different than this idyllic notion.

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*"... a simple yet vastly complicated feeling of 'meh.'*

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As with many of you reading this, I've been learning to accept and adapt to the reality of terminated roles and furloughs for my friends, declines in business or just a simple yet vastly complicated feeling of *meh*. I think for many of us in the agency world with a penchant for creativity, we feel the feels pretty hard. And that has definitely been the case for me.

Working from home in the midst of a pandemic is different than the typical work from home scenario. It means constant interruptions. It means hiding from my kids in spaces

of the house that quite frankly I didn't know existed. And on a lot of days, it requires me to manufacture energy that I don't feel.

### **HOW DID YOU GET THROUGH IT?**

I wish I could tell you that I'm navigating this really smoothly and that I have all the answers.

The truth is that there are good days and bad days, so instead of making it seem perfect, I thought it to be better to share my real advice based on my real experience:

*Feel all the feels on the highs, because they're coming.*

*Feel all the feels on the lows, because they're coming too.*

It's important during the lows that you find your fix, and that you make the fix happen. For me, it almost always comes back to the need to get outside and go for a run. I know this is part of the solution. But in the midst of the lows, it's hard to follow through and actually get my fat butt out the door. When I do, I never regret it.

Finally, identify your go-to person who will listen to the struggles without judgment. For me, it's my wife. She's a safe, supportive place who knows when I'm looking for her help.

### **KEY TAKEAWAY:**

Find your fix. Do your fix. Identify your go-to.

### **FAVORITE QUOTE:**

***“ [The] better we understand our peers, the more likely they will feel accepted and be successful.”***

Mike Caguin, CCO, Colle+McVoy