

# Forbes

CAREERS

## Here's How Companies Pivoted Throughout The Pandemic

**Vicki Salemi** Contributor 

*I cover careers, emphasizing job satisfaction and authenticity.*

---

Apr 13, 2021, 04:45pm EDT

As we reflect upon lessons learned from the pandemic, recurring themes of resiliency, flexibility, and community have emerged. Whether it's employers, employees, entrepreneurs and people gigging it, there's one thing we all have in common: hope.

Several companies shared their stories as to how they've been managing these unprecedented times.

For Joann Butler, president and founder, Consultancy Media and editor-in-chief and founder of Lifeminute.TV, being nimble was key to accommodating her 10 employees and clients.

As a mobile media company that specializes in remote production, employees were able to redeploy using mobile units and extra laptops while working from home. Staff rotated between working from home and taking turns to safely produce two live productions simultaneously from one NYC location with limited staff on-site. Butler said, "When the pandemic hit, we had to be strategic and navigate how we could operate and keep our employees and our clients safe, while continuing to run the business. It was important

to me to lean into our own capabilities and pivot as needed so we could let our clients know we were there for them and could accommodate their needs.”

Butler leaned into existing technology by putting robotic cameras into action and creating mobile units and she put herself back on camera. In addition, her team has spent a lot of time communicating.

“We were on the phone a lot. As a leader, I try to make it fun. I wanted everyone to know that we’re going to be okay. We were so busy working so many hours, I think it was more of morale to keep going. Everyone really rose to the occasion. I’ve definitely learned we’re extremely resilient, flexible, we can handle anything. I already knew that, but this has been a testament more than anything.”



**Vicki Salemi**

I am an author, public speaker, columnist and career expert for Monster.

Utilizing my more than 15 years of experience in... **Read More**

[Editorial Standards](#)

[Reprints & Permissions](#)

---

ADVERTISEMENT