"Work is a core part of my life and I believe that it should enhance it rather than define it."

MARTINA 26
MARKETING MANAGER

Hey, I'm Martina. I am a marketing assistant for a retail company in London. I have been working for this company for one year and it is my second job since I graduated from university two years ago.

I'm really passionate about my job. Given that we spend so much of our time working, I believe it's important to love what we do. What I love most about my job are the people and clients I work with. I really enjoy seeing them in person, but once or twice a week is enough for me.

I am ambitious and love a challenge. I'd like to gain as many skills as I can and move into senior roles with additional responsibilities - you never know, some day I might even be my own boss!

MY MOTIVATIONS

- Money: to sustain a comfortable lifestyle.
- People: to interact with kind people I can learn from.
- Progression: to continuously improve to reach my career goals.
- Praise: to have my accomplishments recognised, a simple thank you goes a long way.
- Fulfilment: to find passion and challenge in my work.

MY FRUSTRATIONS

- Lack of recognition: I get disappointed and disheartened for not receiving adequate recognition or appreciation for hard work and dedication.
- Return-to-Office mandate: I have a preference for hybrid working, meeting in person when there is real value and purpose.
- Career progression: I require greater clarity on growth and opportunities.
- Learning: I seek development, stretch roles and autonomy.
- Support: I value timely manager 'check -ins'.

MY WAYS OF WORKING

MY PREFERENCE

OFFICE | REMOTE

MY REALITY

OFFICE | REMOTE

My company mandate my team to be into the office 3 days a week which I think is excessive - sometimes too much face-to-face can be exhausting and impractical!

MY WORK ENVIRONMENT

OFFICE

I like the office to...

- Learn on the job
- Have fun with colleagues
- Collaborate with my team
- Network with senior team members

REMOTE

When I'm remote, I can...

- Take full control of my day
- Manage my work-life balance
- Focus on individual work
- Save time on my commute