

Grenoble, July 19, 2020

GRENOBLE ECOLE DE MANAGEMENT

PRESS RELEASE

“COVID-19 taught me to let go of perfectionism and to declutter.”

Odile Hettler, Healthcare consultant and DBA Student at Grenoble Ecole de Management shares her experience of Covid-19:

- ✓ **Insights for focused decisions are key in uncertain times.**
- ✓ **Working remotely heightened how interconnected we really are.**
- ✓ **Resilience of hospital-based healthcare professionals during Covid-19 was improved with a customized mindfulness workstream woven into Rend-fort TOP teams initiative.**

“COVID-19 taught me to let go of perfectionism and that unprecedented crises demand unprecedented actions.

On the business side, decluttering key insights from the background noise, conducting fast cycles of experimentation, collecting feedback, and taking decisions that may feel risky or divergent in normal times became the new norm. This required self-confidence, but mostly, self-compassion, especially when projects were either stalled or accelerated beyond light speed.

On the DBA side, COVID-19 also brought its mixed bundle of disruptions and opportunities. Face-to-face classes and meetings were cancelled, but I learnt to communicate through pixels and devices. Online interactions with DBA colleagues who experienced COVID-19 a few months earlier were a vivid testimony to how interconnected we all are. Before COVID-19, this understanding was cognitive; in the aftermath of the first wave of covid-19, it is embodied. Watching the minuscule and, to the human eye, invisible virus move around and disrupt so many things, ranging from our immune systems (sometimes sending them into overdrive) to the stock markets, was spectacular.

On the academic side, I have been interested in the process by which groups of healthcare professionals (HCPs) or individual HCPs have initiated and implemented changes that diverge from existing norms. These changes require their proponents to break away from the status quo and to convince others to rally behind them. It looks as if COVID-19, even if it will not be the focus of my empirical research, will be a great source of inspiration!

On the personal side, I experienced vulnerability, grief, and joy. Vulnerability from realizing our health status could shift in an instant; grief from witnessing healthcare colleagues and friends being exposed to the virus without the benefit of appropriate protection at the beginning of the crisis and from being overwhelmed by the amount of work and suffering that was thrown at them; and, finally, joy simply from being alive, day after day, while the pandemic unfolded in the world and in our lives.

To wrap up, I would like to mention a community project in which I was proud to participate and which brought me a lot of happiness. This is the [Rend-fort TOP Teams initiative](#) created by Emmanuel de Romémont, a retired French Air Force four-star general. The purpose of this initiative is to offer customized resources and support to HCPs not only before but also definitively during and after health crises, such as COVID-19. A secular mindfulness workstream based on the Mindfulness-Based-Stress-Reduction (MBSR) programme, which was developed by Jon Kabat-Zinn in the United States in 1980, was included in the portfolio of offerings. Dr. Jean-Gérard Bloch, a practicing rheumatologist in Strasbourg, France, and the vice-president of Rend-fort TOP teams, customized the MBSR protocol and wove it into the existing Rend-fort TOP teams initiative.

I joined this workstream as a volunteer. I taught six sessions ranging from 15 minutes to 45 minutes to HCPs, who expressed the need to take a break in their lives, either at work or after work to reconnect with themselves, to exercise, and to fine-tune their attention and self-compassion before going back to caring for their patients, which often required them to make very tough decisions”

For any questions or to arrange an interview, please contact:

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NOTES TO EDITOR

Link to the Testimonial:

<https://en.grenoble-em.com/news-covid-19-impact-analysis-and-experience-dba-student>



Odile Hettler, Pharm.D., MBA - Healthcare consultant and GEM DBA 2019

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GEM DBA: <https://en.grenoble-em.com/doctorate-business-administration-dba>

[Grenoble Ecole de Management \(GEM\)](#) is more than just a school. GEM represents an open-ended laboratory – a Business Lab for Society - through which 8,000 students and 500 employees learn and work everyday to solve complex problems and overcome major challenges for business and society. Founded in Grenoble, a city of science and technology, the school has developed solid expertise in the management of technology and innovation. This foundation has enabled GEM to expand its research, teaching and expertise to meet challenges in the digital world, healthcare, energy, entrepreneurship, territorial ecosystems in transition and geopolitics.

By developing its own educational model, GEM has become a center for experimentation, study and creation. The school offers 50 educational programs in French and English that cover all levels of study from undergraduate to graduate, doctoral and continuing education. Students can take part in programs delivered in Grenoble, Paris, Berlin, Singapore, Moscow or Casablanca.

The school is accredited by AACSB, EQUIS and AMBA and member of the french “Conférence des Grandes Ecoles”. Its programs are regularly ranked by major international economic newspapers and magazines. As an institution for higher education (EESC) affiliated with the Grenoble Chamber of Commerce and Industry, GEM is a founding member of the GIANT Innovation Campus in Grenoble as well as an associate member of the Université Grenoble Alpes Community.

Rend Fort TOP Teams Images

