



With great adversity comes great opportunity

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With WFH (Work From Home) becoming the new normal from 17th March for us at Madison, life is suddenly new, freeing, restrictive, orderly, chaotic. And undoubtedly fun.

Picture this: You're on a call, in the middle of a heated defence of a creative concept with a client who's being particularly persnickety and just as you're about to make a telling point is also the precise moment when your pet cat launches herself into your lap. (Imagine claws on thin linen pyjamas.) What follows is an expletive that neither the cat nor the client was expecting. And no client can be blamed for presuming that he was actually the target of your ire, considering he was being persnickety.

But the fact that extended phone calls don't need you to shave and that tee shirts and boxers may be considered to be over-dressing is all part of the fun. But in these harrowing times, even if WFH has been imposed on us and while you may have to worry about cleaning up the dishes after cleaning up the presentation, enjoy the sounds of chirping birds, cleaner blue skies, quieter neighbourhoods and a million more things to do with the family. For all your clients, just don't forget to be sensitive, proactive and extremely creative while being productive so that they benefit.

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