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Because of the growing need for virtual support and care, observes BetterUp co-founder and CEO Alexi Robichaux, BetterUp's business has actually seen net positive impacts from the coronavirus pandemic. The BetterUp team reframed that business uptick as an opportunity to provide a humanitarian response, and responded by donating free coaching to frontline healthcare workers.



## Transcript

So how's COVID-19 impacted your business? - Yeah, I mean, I think for us right now, COVID-19's obviously terrible worldwide.. We have been fortunate I think in seeing net positive impacts, but that's net positive, right? For sure, we do a lot of work in industries like hospitality and retail.. Obviously you see slowing there, as people are furloughing massive amounts of their employees.. But we've also seen in general the water level on people wanting virtual support and care increasing, people moving learning experiences to be all-virtual.. So I think we have been very fortuitously situated and positioned in the COVID world, and we've really been just viewing it as an invitation and opportunity to do more good in the world.. So, we were really proud that we recently started donating free coaches to frontline healthcare workers.. So we've been giving access to hundreds of thousands of healthcare workers in New York and across the country access to coaching so they can take care of themselves as they're taking care of the most important in America right now.. So that's for us I think just been a huge lift.. We've seen the lift in the business.. That's great, but I think more importantly, we're seeing inside of this virus moment and economic moment a huge humanitarian moment to really bridge the gap and reach out to people..

So for us, I think it's really, and I even hesitate to say this, but take this in the right spirit: it's been a blessing in disguise I think on just helping more people realize that the stuff that's most important in life is not what's at my office.. It's the kid sitting next to me, and I wanna be present for that, I wanna be focused on that, and having a coach, having someone to help me can make a huge difference in how I show up at life and at work...