

Amber's User Guide



I'm Amber Hansford. I joined in June 2021 as UX Design Manager.

This "user guide" is intended to help you understand how I think and what motivates me so that we can work together more effectively. It's not exhaustive, and it may even seem contradictory at times (as Whitman wrote, "I contain multitudes"), so please ask me if you're curious about anything.

About me outside of work

- I've lived in Atlanta, GA since 2006
- I grew up as a Navy Brat, moving up & down the both US coasts for most of my life prior.
- I have one child, Liz, one husband, Bob, and two dogs, Milly and Belle
- I'm a human juke box – by the 3rd time I've heard a song, I've memorized the lyrics

How I view success

- We deliver products that make our customers lives better.
- We create a company and team culture that we're proud to be part of.

How I communicate

- I want the best idea to win, not the best debater. I appreciate a spirited discussion, but I recognize that not everyone is comfortable operating that way. If you ever find yourself feeling overwhelmed by a discussion with me, please call a time-out. I'm always willing to pause to give you space to do your best thinking.
- Internally, I communicate casually and informally (I love a good GIF), but I expect anything that is shared externally to be well written and free of errors.

Things I do that may annoy you

- I define leadership as ensuring that the people doing the work have the space, tools, information, resources, and guidance they need to do great work. I am not a good leader for people who want to be told exactly what to do. I come from a family that uses humor to cope with stress and fear. In some situations, that can read as flippant or lacking appropriate seriousness.
- I believe wholeheartedly that people should have license to be their full selves at work, and I encourage people to share what's happening in their lives or how they are feeling emotionally. If you're not comfortable with that, that is ok. People should be free to share what they want to share, not required to.

My strengths

- I love coming up with new approaches to solve problems. Nothing makes me happier than finding a better way to do something than the way I've known before.
- I am good at combing through chaotic situations to find patterns and insights.
- I'm wired to always think about the human impact of every decision and situation.

My growth areas

- I'm a natural starter but can be too results oriented. I'm working to increase my focus more on the activities and tasks that get us to the finish
- I can grow frustrated when change isn't happening as quickly as I want it to.
- Because I believe that we can always be better, I can become fixated on the next challenge and fail to celebrate progress.

What gains my trust

- Being open and honest, particularly about difficult-to-discuss issues.
- Showing up to meetings on time and being appropriately engaged.
- Sticking with the discomfort of failure long enough to learn something from it.
- Being kind, compassionate, and inclusive with our team members and customers.
- Embracing a growth mindset that recognizes that success in life means being better day by day.

What loses my trust

- Territorialism and empire building. We're in this together, and we win or lose together. There are no enemies within our company—only allies.
- Spending time on work that is of low or unknown value. If you're not sure why you're doing something, it is your responsibility ask. Either I have failed to provide you context or you see something I don't, and both of those discussions are always worth having.