

Straight Talk. No B.S.



We embrace straight talk with everything in the open. We are not afraid to be honest with ourselves and our team. Communicate, communicate.



FRIDAY August 2025 — Dilara Incident: Misuse of Authority and Dismissing Care

Approximately mid-August on a Friday morning, Dilara came downstairs to speak to me.

Most days our communication was on Slack direct message or through a channel I had created between myself and three Sales Reps (Miu Yee Cheung, Dilara Karaali, Yvonne Hofmann)."

On this occasion, Dilara came in person with a legitimate concern. She knew I was under pressure handling Beaver Global alone in Stores.

She explained that Agincourt was one of the clients they usually consolidated on Fridays. Her tone was kind and respectful, and her intent was collaborative."

Adele Bryant (Supply Chain Manager) was in the warehouse and saw Dilara speaking to me at my station.

She approached us and abruptly interrupted, cutting Dilara off and demanding to know what the discussion was about.

Dilara paused and continued to explain to **Adele (SCM)** what we were discussing. Although English may not be Dilara's first language, she spoke clearly.

Adele (SCM) interjected a second time, turned to me and said, 'I didn't understand any of that, did you?' treating Dilara as if she was not present.

Dilara went to speak multiple times but **Adele (SCM)** just kept cutting her off. I had been sitting at my station, but when **Adele (SCM)** intervened, I seemed to fade back while she moved herself in front of my computer.

I stayed silent, hoping nothing would escalate.

At this point **Adele (SCM)** was pointing at my screen, and I watched her dismiss every word Dilara spoke.

By then I could not understand what **Adele (SCM)** was ranting on about.

Dilara tried explaining to **Adele (SCM)** that neither she nor the other BG Reps were trying to make my job harder.

Dilara was genuine and caring, but Adele's communication style put her in a position where she felt she had to justify herself.

As Adele's voice got louder she said, 'Jo's NOT alone. Look around, there are other people here.'

It did not matter; **Adele (SCM)** kept reframing the issue around herself. Her voice was raised and her tone was sharp.

She asserted hierarchy by saying, 'Jo is your manager. I am Jo's manager.' For clarity, the Beaver Global representatives also have a manager upstairs named Jo, which is who Adele was referring to.

This was the very first time I heard Adele say she was my manager, but it was not

directed at me.”

Dilara left the conversation visibly unsettled. After she walked away, **Adele (SCM)** turned to me and said, “Sales should just fuck off and leave you alone.” I was stunned. Dilara had come to support me, not burden me.

Her concern was valid and her approach kind. **Adele’s** response was not only inappropriate—it rejected the support Dilara was offering and reinforced the sense that I was expected to operate in isolation.

This moment was emotionally jarring and professionally inappropriate. It exposed a culture of profiling, hierarchy assertion, and dismissal of care — not just toward me, but toward Dilara as well.

I direct messaged Dilara via slack afterward to offer emotional support, saying I was lost for words. She replied: “So am I” (with a laugh emoji).

I affirmed her strength and explained that this was one reason I created the JMDY Global Updates channel.

I suggested we speak in person when **Adele (SCM)** wasn’t in the warehouse and encouraged her not to let it ruin her Friday: “Keep smiling and shine on.”

The following week, she told me in passing: “That message meant more than you know.” That moment mattered.

It affirmed that my leadership — though informal — was felt and appreciated. It also exposed the emotional cost of working under a system that silences collaboration and dismisses care.

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