




The Three Phases of Covid-19 2020

Phase	Personal	Professional
1  The Quarantine Length = Unknown	<ul style="list-style-type: none"> • Social isolation • At home with only family • Food & supply scarcity • Distance learning • Terminal togetherness 	<ul style="list-style-type: none"> • Difficult business landscape • Isolated at "home office" • Technology dependent • Pressure to "not sell" yet sell • Uncertain future
2  The Transition Length = Months	<ul style="list-style-type: none"> • Short burst of euphoria • Stores try to return to normal • Social contact slowly returns • Increased overall caution • Financial prudence exercised 	<ul style="list-style-type: none"> • Slow return to office & dynamic • Resistance to return from some • Leaders offering tempered assurance • Fear of next crisis • Some will choose to not return
3  The New Normal Length = Forever	<ul style="list-style-type: none"> • Increased interaction caution • Ongoing fear, anxiety, mistrust • Child social issues bubble up • New work issues come home • Thoughts of "what's next?" • New faith paradigm 	<ul style="list-style-type: none"> • Business/role restructuring • Layoffs/budget cuts • New responsibilities/reduced pay • Sales/growth pressure • Stock price/reputation pressure • New finance paradigm

Though we're still in a Phase 1 of unknown length, it's imperative we anticipate, and plan for Phases 2 and 3. Plans will change as Phase 1 continues, but we should do all we can to not repeat how unprepared we all were for the situation in which we currently find ourselves.

