

# COVID-19

## The Test of Crisis & Change

By Adam White, Human Potential Expert, Author, Speaker

# COVID-19: Corona Virus 2020

## This is an unprecedented time in history

With the spread of the corona virus people are struggling to find peace from the worry and stress of this global pandemic

## People are scared

They are constantly watching the news, pondering questions of how they can best take care of their health and their families

## We are all worried about the future

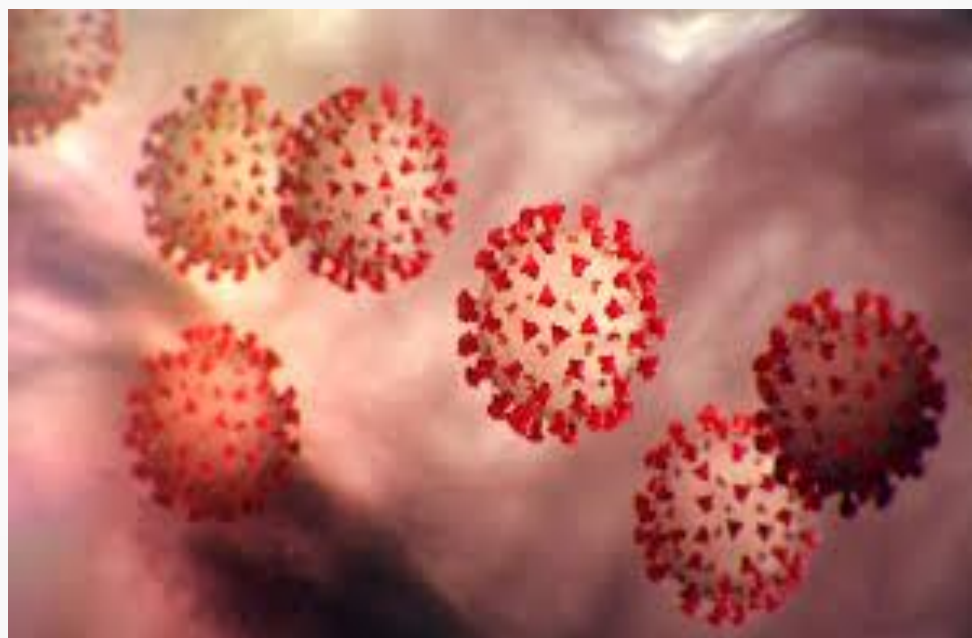
Questions of stock market failure, the future of our jobs and organizations, and the health of humanity weigh heavily on our minds

## Fear can paralyze us

Fear distracts our focus, steals our good habits, attacks our sense of well being and mental health, and drives us to make irrational decisions

## The pandemic is real

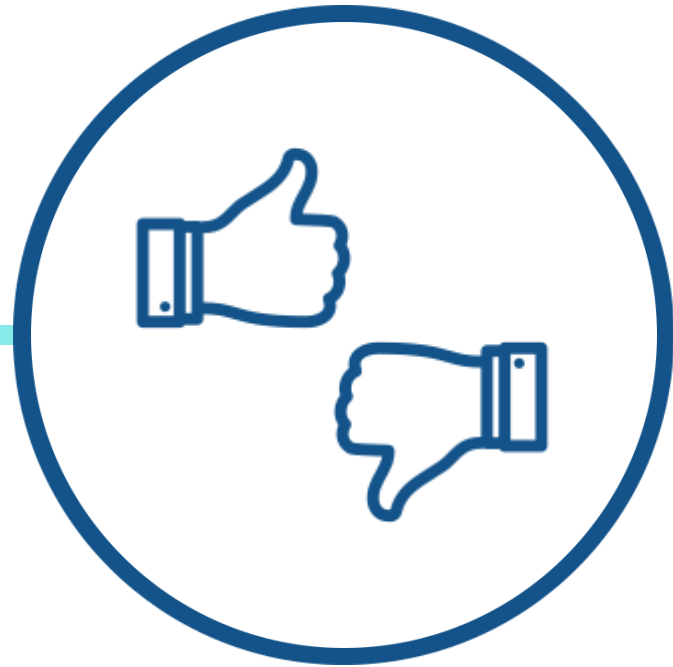
The virus is real and it's hard to make progress and find certainty in an uncertain world



# The Test of Crisis



# Defining "Crisis"



## TURNING POINT

A turning point for better or worse.  
A time to pivot



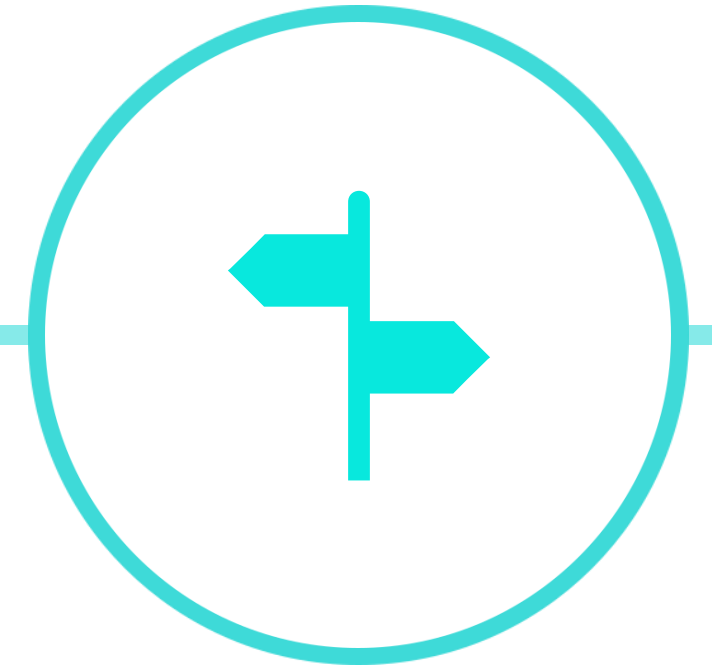
## MOMENT OF TRUTH

Confront the Truth. Confront Ourselves



## TRANSFORMATION

A social condition requiring transformation of cultural patterns and values



## OPPORTUNITY

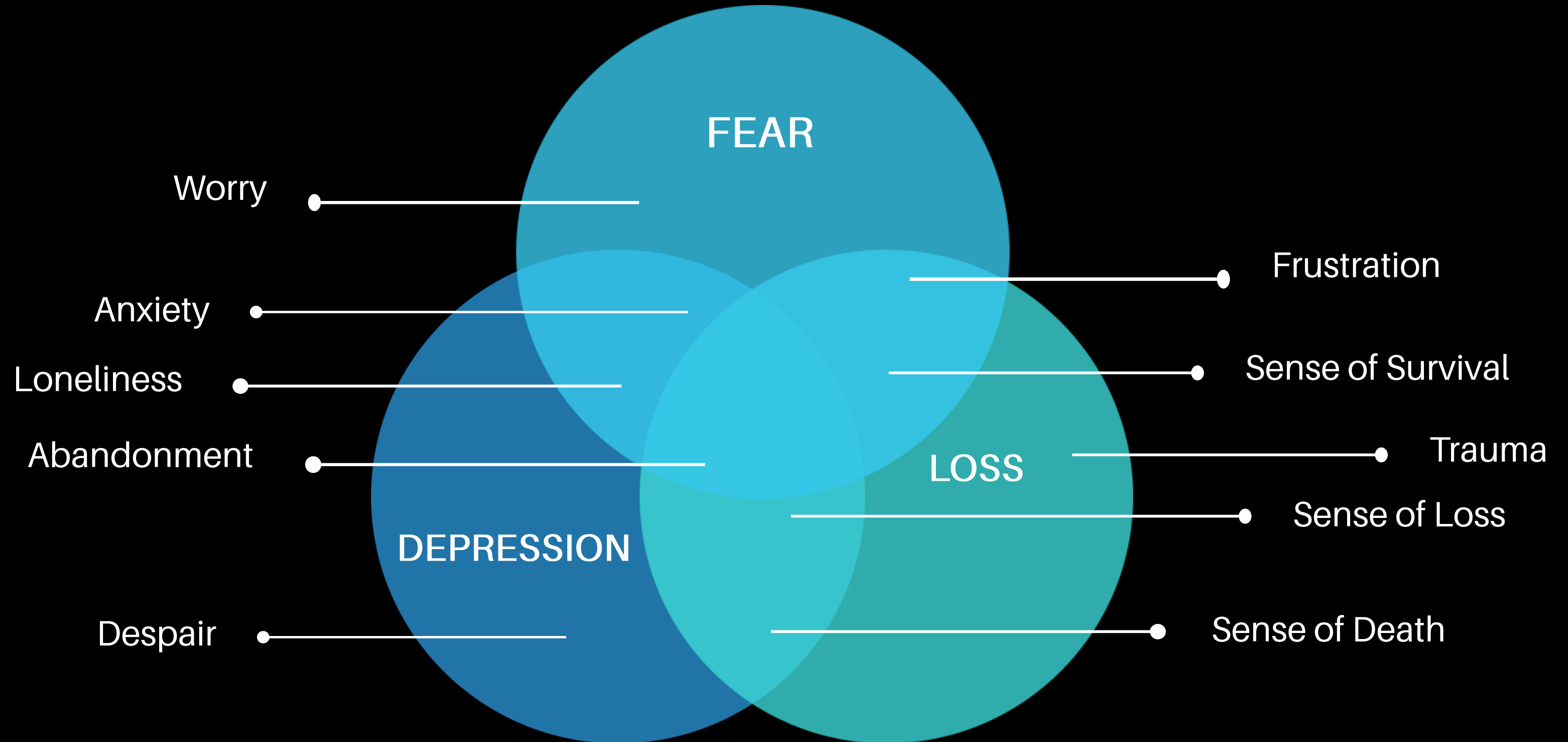
A chance to do something that has never been done before. Hidden within opportunity are "options"

How eagles learn to fly?

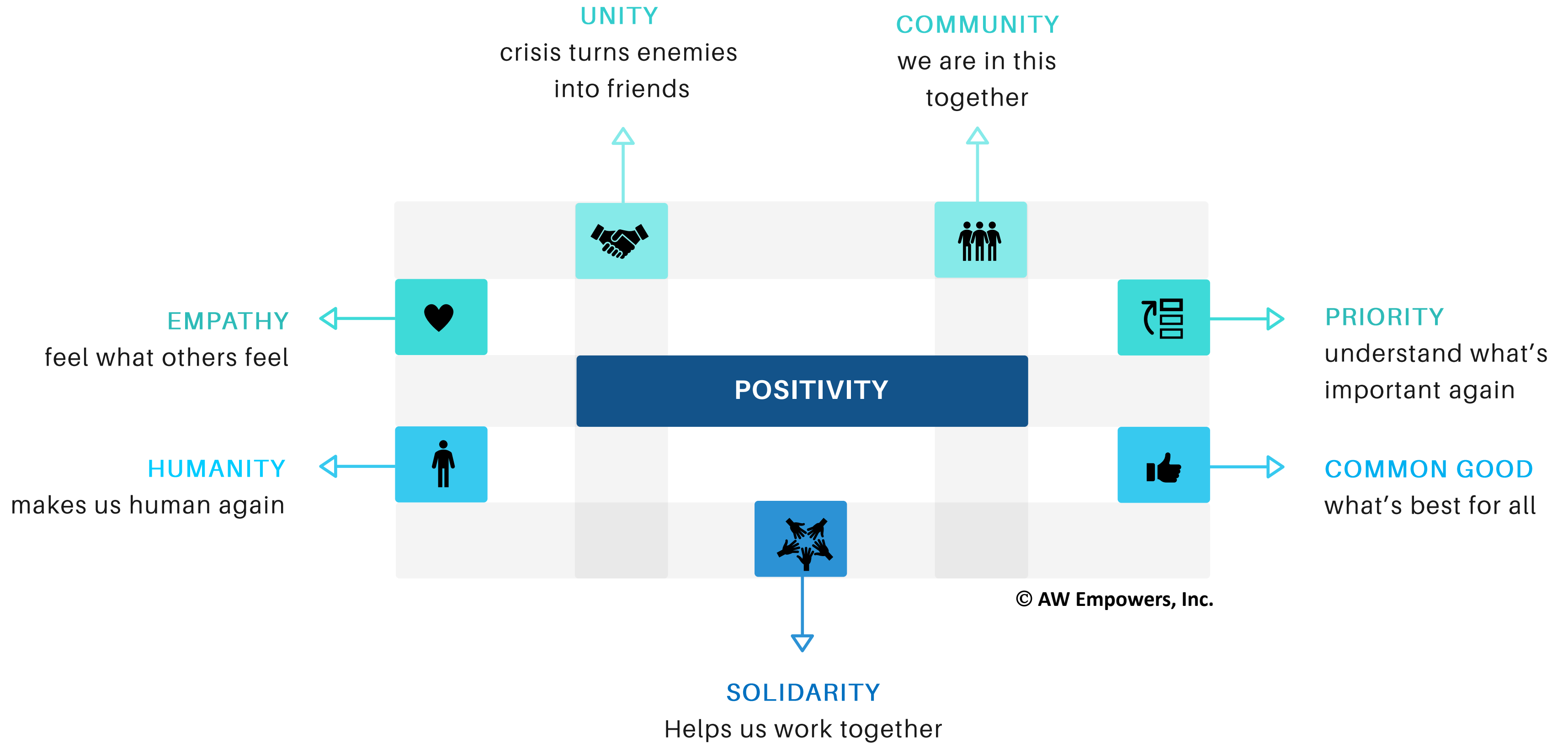
Fly or Die?



# Effects of Crisis



# 7 Positive Impacts of Crisis





**Crisis creates Opportunity**



# *Crisis creates Opportunity*

## **McDonalds**

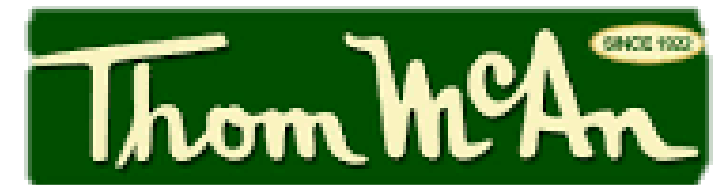


- ✓ Stayed open while other high-end restaurants closed
- ✓ Made money while other restaurants went out of business
- ✓ Created systems that put billions of burgers in hands
- ✓ Simple brand, simple system, repeatable process

# *Crisis creates Opportunity*

## Bare Feet

- ✓ Two people saw the same problem (perspective)
- ✓ One observed the problem and did nothing
- ✓ One built a shoe business around the problem
- ✓ Thom McAn was born



# *Crisis creates Opportunity*

## Seeds



- ✓ Seeds are never in recession
- ✓ Trees, seeds and nature have no crisis
- ✓ Nature produces results in good and bad times
- ✓ Seeds are ideas, creativity, and innovation within you that needs to be cultivated during crisis



**What will you show them?**

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# Crisis and Chaos are times Of Decision and Demonstration

What you demonstrate? What will you show?

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Your family is watching you...

Your friends are watching you...

Your co-workers are watching you...

Your organization is watching you...

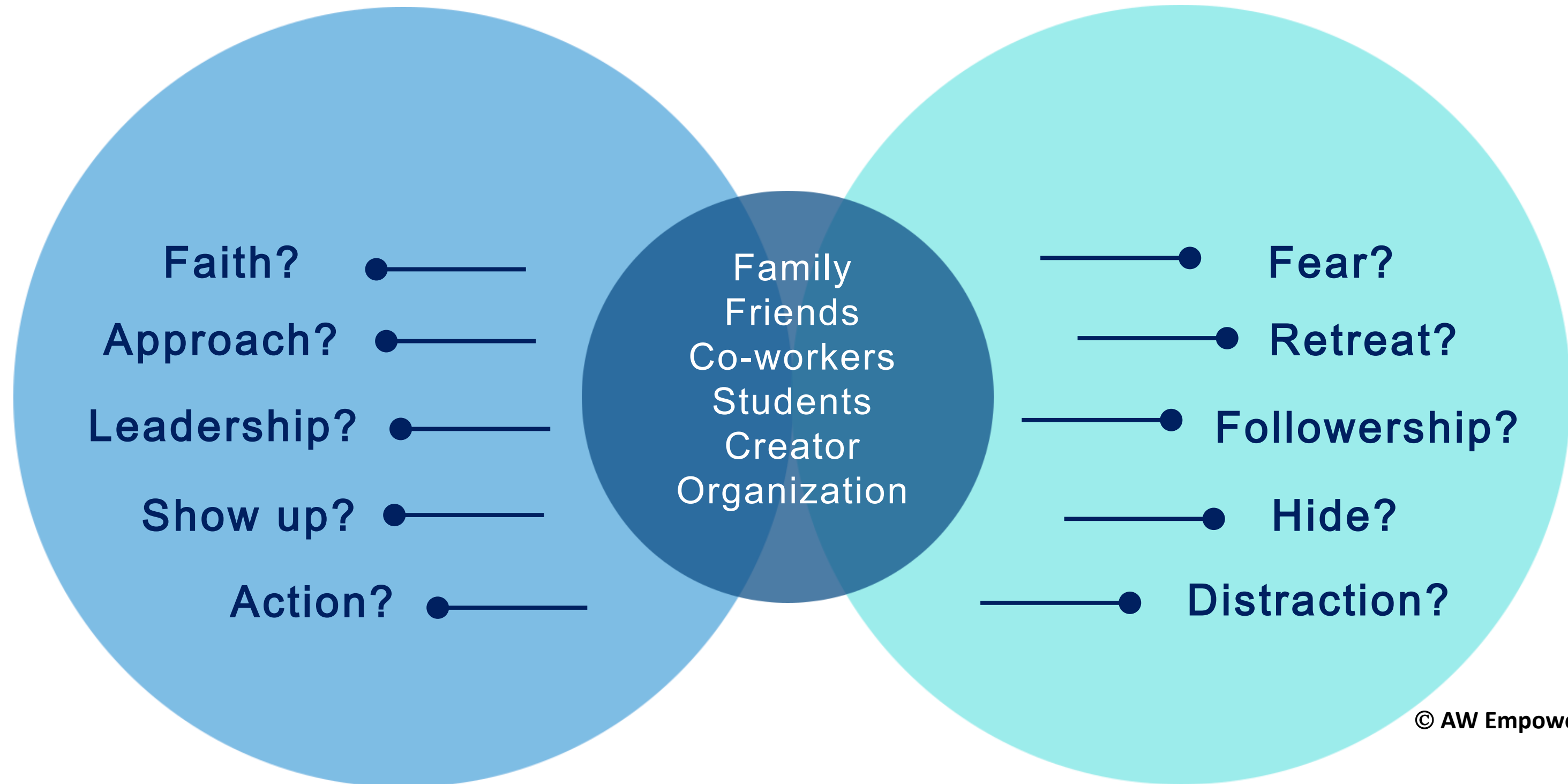
The students are watching you...

Your creator is watching you...



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# What will you show them?





## FOCUS QUESTIONS FOR DISCUSSION

### **What has changed?**

Since the COVID-19 what has changed in your work, your life, your future, how you approach things, etc.?

### **What needs to change?**

What lessons has this season of change taught you? What do you consider doing differently? Is it business as usual?

### **What should remain the same?**

In times of change, what should you hold on to? What can be counted on? Are there values, morals, principles, etc.?

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