

ADAPTIVE CHANGE

BEYOND LOCKDOWN



Session 3:

**Why survivors
matter:**

Storytelling in Crisis

LAUGH BREAK (THE ONLY TIME IT'S OK TO USE COMIC SANS)



The Empire State Building was illuminated by flashing red-and-white lights to honor medical workers.

"At first, New Yorkers thought it meant Target finally got a shipment of toilet paper," Jimmy Fallon said.

28-year-old coronavirus survivor says compares disease to "car crash" that left him unable to move on





In the CHAT box:

What age do you think is the oldest person to have pulled through COVID-19?

India's Oldest COVID-19 Survivor, Wife Discharged From Hospital

PTI

 @PTI_News

 Bookmark

Published on April 04 2020, 12:51 PM

Last Updated on April 04 2020, 12:51 PM



A 93-year old man, India's oldest COVID-19 survivor, and his wife were discharged from the government Medical College Hospital in Kottayam on Friday, days after they fully recovered, in what is being dubbed by the medical community as a "miracle cure", officials said.

Brazilian woman, 97, becomes country's oldest COVID-19 survivor



Gina Dal Colleto in a wheelchair out of Sao Paulo's Vila Nova Star hospital on Apr 12, 2020. (Photo: Instagram/Paulo Hoff)

RIO DE JANEIRO: When 97-year-old Brazilian Gina Dal Colleto was hospitalised on Apr 1 with coronavirus symptoms, few could have thought she would survive the deadly virus.

Oldest Covid-19 survivor celebrates beating disease aged 101

Keith Watson gave an uplifting thumbs up after being wheeled out of Alexandra Hospital in Redditch, Worcs.



by **Jack Peat** — April 10, 2020 in **News**



COVID-19's oldest known survivor: A World War II veteran who also survived the 1918 flu



His daughter, Carolee Brown, said her father has an upbeat personality. His personality might have been what helped him beat out 103-year-old Zhang Guangfen as the oldest coronavirus survivor.

107-year-old Dutch woman believed to be oldest coronavirus survivor



By STORM GIFFORD

NEW YORK DAILY NEWS | APR 10, 2020 | 7:49 PM



She has survived two world wars and the Spanish flu epidemic from a century ago. Now, she appears to be the oldest person ever to have licked COVID-19.

“We did not expect her to survive this,” said Ras’ niece Maaïke de Groot.

“She takes no medicines, still walks well and gets down on her knees every night to thank the Lord. From the looks of it, she will be able to continue to do so.”

**WAKING UP EVERYDAY TO
NEW CORONAVIRUS REPORTS LIKE**

DAMAGE REPORT



WestJet

April 9 at 12:08 PM · 🌐

"In a previous job I flew medevac flights around the world, often bringing sick and seriously injured people back to Canada. I'll always remember how relieved and grateful those people were to be heading home as we boarded them on our small Lear 35 jet.

After we arrived in SAL the Canadian ambassador spoke with me in the boarding lounge and she conveyed that same emotion on behalf of the 174 guests behind her. A large number of the guests had been bumped off a flight by another airline at the last minute the previous week and were feeling very anxious.

People boarded under cover of face masks and I could sense their tension and apprehension. But we had an amazing cabin crew to welcome them on-board. As people began to settle in you could see the tension dissolve, replaced with a festive atmosphere, Blue Jays hats were handed out and, most importantly, they knew they would soon be heading home. Tension and apprehension was quickly replaced with smiles and gratitude.

Our cabin crew did such an amazing job making this an experience that guests can look back on as a moment of reprieve during a very stressful time."

- Captain Dan Perra

...



👍❤️😮 3.5K

368 Comments 137 Shares

Opinion / Columnists

Corbella: Behind the walls of nursing homes is beauty unseen

Licia Corbella

April 2, 2020 • 5 minute read



Nura (left) and Melva (right), angelic staff at the Arbutus Care Centre in Vancouver, hug Pilar Corbella in 2018, just months before she passed away.

But I want to give people who don't have a chance to go into nursing homes a glimpse behind those doors.

My mother, who passed away from Alzheimer's disease in May 2018, spent her last eight years at the Arbutus Care Centre in Vancouver. To say that she received exemplary care from loving staff is a gross understatement. Those who cared for my mom are nothing short of living angels.

NEWS

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Coronavirus: Kind Canadians start 'caremongering' trend

By Tom Gerken
BBC News, Washington

🕒 16 March 2020



Share

Just a few days ago the word "caremongering" did not exist. Now, what started as a way to help vulnerable people in Toronto has turned into a movement spreading fast across Canada.

More than 35 Facebook groups have been set up in 72 hours to serve communities in places including Ottawa, Halifax and Annapolis County in Nova Scotia, with more than 30,000 members between them.

"Scaremongering is a big problem," she tells the BBC.

"We wanted to switch that around and get people to connect on a positive level, to connect with each other.

"It's spread the opposite of panic in people, brought out community and camaraderie, and allowed us to tackle the needs of those who are at-risk all the time - now more than ever."

Toronto

'It's really lifesaving': From getting groceries to babysitting, 'caremongering' brings communities together



Online movements that offer good deeds and helpful hands are gaining momentum

Mia Sheldon · CBC News · Posted: Apr 13, 2020 4:00 AM ET | Last Updated: 11 hours ago



Josh Matlow

@JoshMatlow

Seniors isolated in low-income housing in Toronto can now receive groceries and essential household items delivered by volunteers (who are screened, trained for safety and are remarkable). Here's how!

NEED HELP DURING THE CORONAVIRUS OUTBREAK?

We can help you pick up essentials like groceries and household items.

Call the **Friendly Neighbour Hotline**

Toll-free + available in 180 languages

1 (855) 581-9580

between 9am to 5pm,
Monday to Friday

*service is only available for seniors in low-income housing in Toronto at this time.

Here's how it works:

1



Connect with a volunteer by calling the Hotline.

2



Let the volunteer know what you need.

3



Pick up and pay in the lobby. No delivery fees! (cash preferred)

*Due to volume, we ask that you keep your order to **8 items or less**.

601 8:09 AM - Mar 23, 2020

388 people are talking about this



*"I'm going to bombard you with graphs until
you agree with me."*

Used with permission

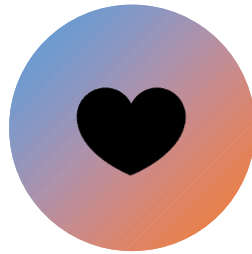
Connecting the Dots

— ..



Help

WIIFM



Heart

Meaning



Hope

Future

TELLING IT RIGHT

1. Less data, more story

- More memorable, impactful, informative

2. Help / Heart / Hope

3. Capture what employees/staff/volunteers are doing now

- Our ability to adapt
- Credibility: Have them tell the story

4. Relatability: “We’re all in this together.”

- Relevant context

5. Conclude with a CTA

- Make the ‘how’ clear

BONUS: Make failure OK

Peloton loses \$1.5bn in value over 'dystopian, sexist' exercise bike ad

Shares slide amid backlash to Christmas advert in which man buys partner exercise bike



TELLING IT RIGHT

- 6. Test it! Ensure details don't cloud or conflict with the message**
 - Address the discrepancies if it's likely to be an issue
- 7. Consider the volume of contrary stories**
 - How much power do you need?
 - Repetition
- 8. Beware story burnout**



Jonathan Haidt ✓

@JonHaidt



Stories that elicit moral elevation get even more powerful when placed next to stories eliciting moral disgust. The NYT placed two such stories next to each other yesterday:



BE CAREFUL

A. Stories must ALIGN at the level of values

- **“We’re all in this together.” ...**
- **But only in our province/state/country...everyone else can find help elsewhere**

B. Address discrepancies if it’s likely to be an issue

- **Fact-checking**

C. Avoid a message of control

GOOD STORIES PUT CONTROL IN THE LISTENER'S HANDS

- I. Action they can take
- II. Choice to support
- III. A way to contribute





A MESSAGE FROM OUR PRESIDENT

This long weekend, many Albertans will reflect on the **power of sacrifice for the greater good**. It's an idea with profound relevance during this pandemic, when **barren public spaces remind us of what we're all giving up to keep each other safe**. Each of us is being asked to **prioritize lives over livelihood**, community over self, to flatten the curve of COVID-19. It's a **weighty reminder of how deeply we're all connected**, and how easily our actions can affect those around us.

Everywhere I look, Albertans are using this time to care for one another—from checking on their elderly neighbours, to delivering groceries to the vulnerable, to plastering windows with paper hearts to boost community spirit. **Our members are looking for the good and embracing the simpler things in life.**

Homemade baking is being left on friends' doorsteps. Children are discovering the joys of pen pals. Extended families are sharing meals over video conference. And through it all, I'm happy to see people are also being kind to themselves—doing little things that make a big difference in emotional wellbeing. I finally understand why dogs get so excited over a simple walk or drive; **it's about feeding the soul.**

At AMA, one of the things that brings us joy is celebrating you, our members. Since June 2019, we've been doing that through a monthly series we call This is AMA. This series of short videos pays tribute to the many faces of AMA, and the amazing ways our members are making a difference—everything from blood donation to bike-swapping, community clean-up to canine rescue. In the hustle and bustle of our normal everyday life, you might not have had time to watch them but if you're hoping to find the good in these challenging times, these fellow Albertans are a wonderful place to start. If you have some time this weekend, I'd encourage you to watch a few.

SOLIDARITY



COLLECT STORIES

**SHARE STORIES THAT
UPHOLD & UPLIFT VALUES**

**DIRECT ACTION WHILE
ENABLING CHOICE**



“THIS IS A TIME FOR US TO REFLECT
AND CHOOSE A BETTER STORY.

RIGHT NOW STORIES ARE BEING
REWRITTEN ALL AROUND US,
NATIONALLY, INDIVIDUALLY, AND WE
ALL GET A CHANCE TO DO SOME OF
THE REWRITING.”

— *Jonathan Haidt* —



Youtube Premiere: **3 Ingredients, Compliance to Commitment (Help/Heart/Hope)**

Free e-book: **Thirty Steps Your Business Can Take Today to Be Prepared for Future Success**
<https://consultingsociety.com/>



Search: "Jeff Skipper Consulting"



[linkedin.com/in/jskipper](https://www.linkedin.com/in/jskipper)



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Overwhelm: How do leaders choose the right amount of communication, the platform and the content during these early days of working remotely?

How do I enable my own change?

Why aren't change leaders willing to demonstrate their commitment to the same transformation they're asking their audience to embrace?

As a change manager how do you deal with an abrupt shift in strategy by senior management?

NEXT .JS



REPLAY

1. April 3: Why People Don't Self-Isolate: The reasons people 'resist' change.



REPLAY

2. April 7: Business continuity plans are broken: The role of change in black swan events.



REPLAY

3. April 14: Why survivors matter: Storytelling in crisis.

4. April 17: Mental is Practical: Rebuilding capacity for your change. – 1pm MST / 2pm EST

5. April 22: Driving Change from a Distance: Yes you can. – 12pm MST / 2pm EST

6. BONUS...Remote Leadership and Resilience