

ADAPTIVE CHANGE

# BEYOND LOCKDOWN



Session 1:

## **Why People Don't Self-Isolate:**

The reasons we  
'resist' change

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S  C I A L      D I S T A N C I N G



Hamilton

## Calls for social distancing ignored as more Hamiltonians walk outside with others



Hamilton has 27 cases of COVID-19 and are community spread



Bobby Hristova · CBC News · Posted: Ma



## Health officials field nearly 4,300 complaints of COVID-19 violations

Bill Kaufmann

1 day ago · 2 minute read



## Chief expects fines for COVID-19 violations to ramp up; pandemic has created 'unease' for CPS

Sammy Hudes

1 day ago · 4 minute read

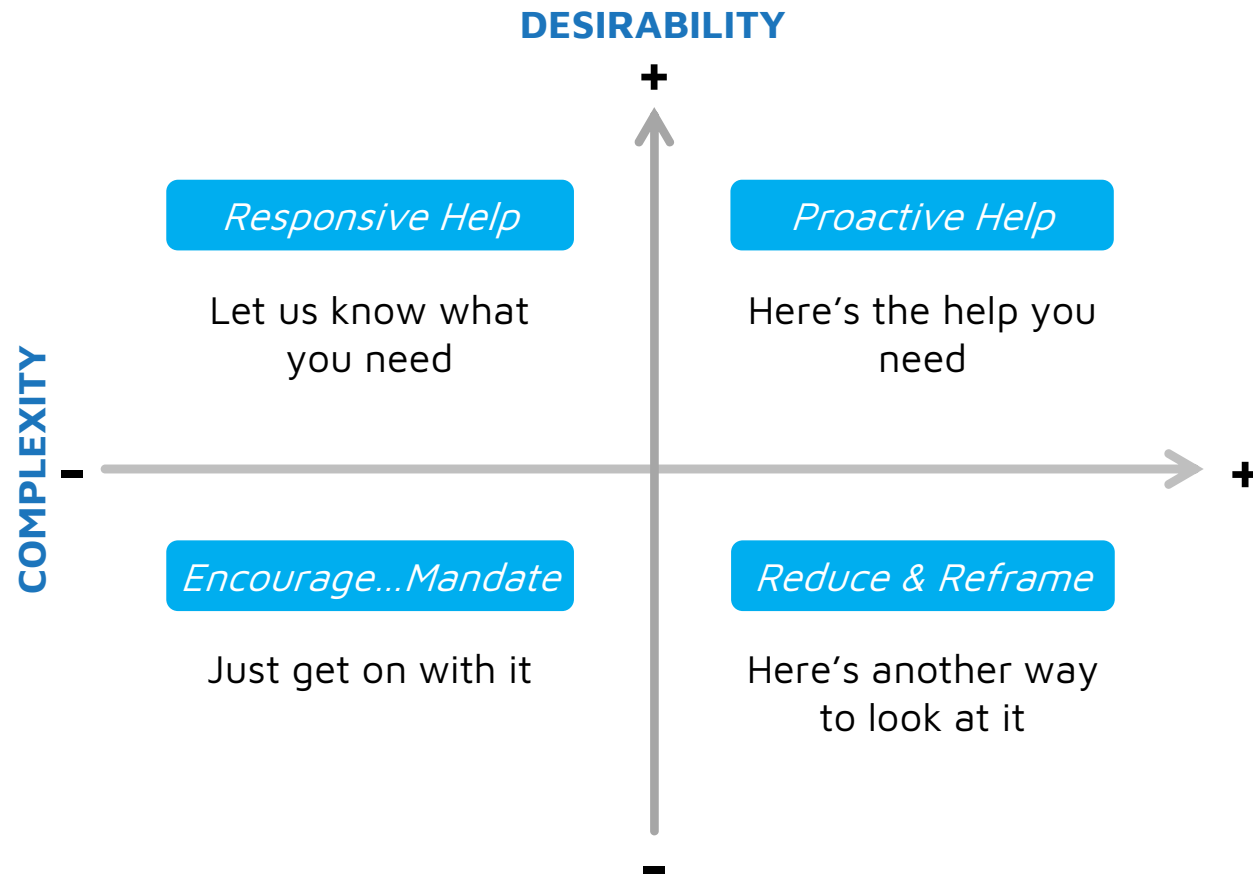


## 4 Responses to Forced Change

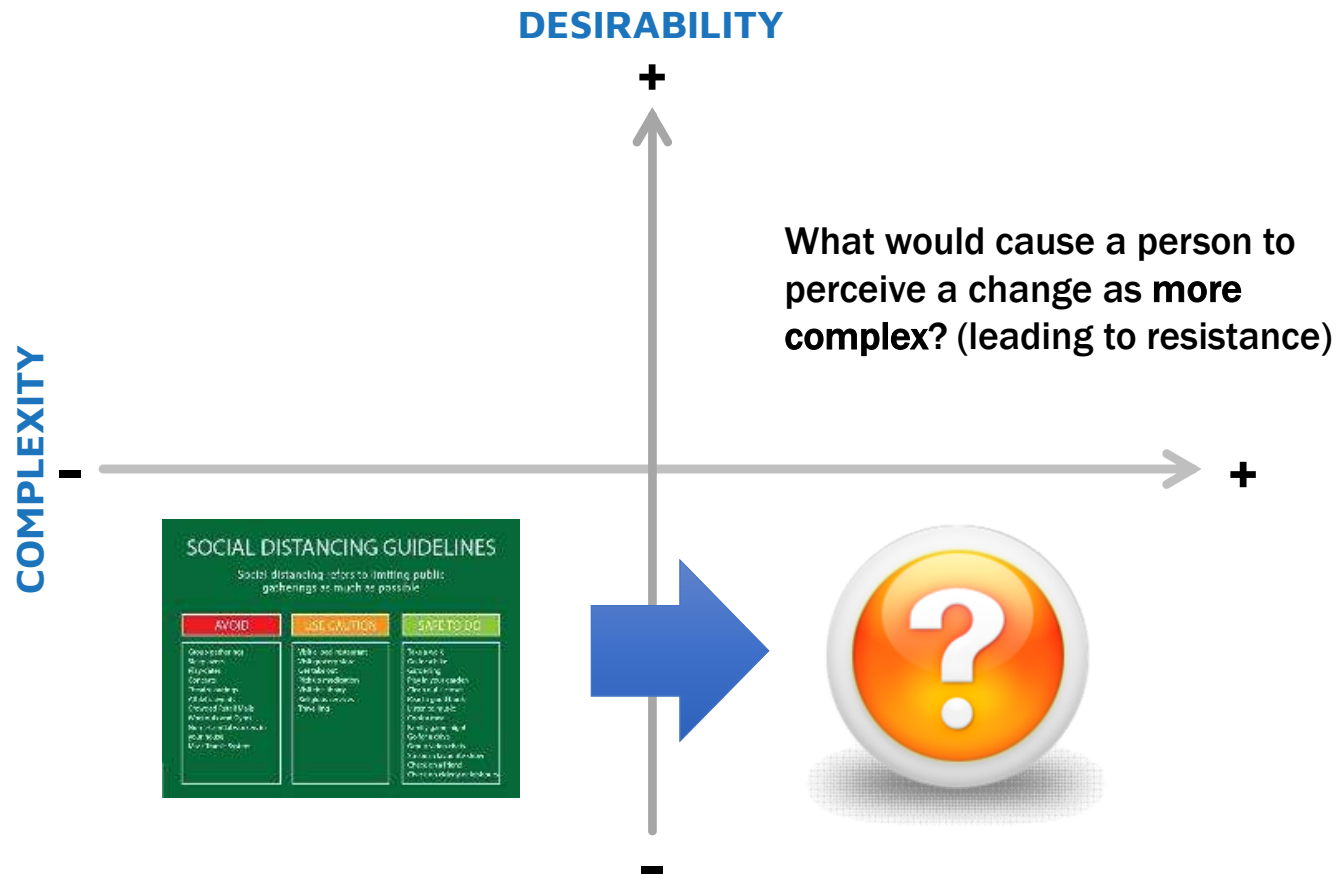
1. Defy: I keep my power. I decide. I do what I want.
2. Comply: I surrender my power to authority because I must.
3. Commit: I retain control but I choose to obey.
4. Enforce: I help others comply.

This is fundamentally about **control**

# Will They Support The Change?



# Rapid Impact Assessment



# Defy



# Comply



## Outside

- Reward & Punishment
- Institutions
  - Authority
  - Government
- Influencers
  - Peers
  - Family
  - Trusted individuals
  - (Credibility)
- Media

## Inside

- |   |  |
|---|--|
| <ul style="list-style-type: none"><li>• Culture</li><li>• Desire</li><li>• Commitment</li><li>• Goals</li><li>• Values (political, religious, parental)</li><li>• Habits</li><li>• History</li><li>• Experience</li></ul> | <ul style="list-style-type: none"><li>• Education</li><li>• Personality</li><li>• State of mind</li><li>• Emotional reserves</li><li>• Mental health</li><li>• Finances</li><li>• Physical health</li><li>• Fear</li></ul> |
|---|--|



A large group of people, mostly men and women, are huddled together in a circle. They are all wearing red t-shirts. Their hands are pressed together in the center of the huddle, creating a dense cluster of fingers and palms. The background is a solid light blue color. The overall mood is one of teamwork and unity.

Change is a  
[human] contact  
sport.  
At some level, we  
are all in this  
together.

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# What we can do

- **Ramp up rewards**
- **Reduce the fear**
  - Safety
  - Facts
  - Trust
- **Increase (perceived) control**
  - Involve
  - Focus on the predictable
  - Reframe to decisions I can make
- **Shift perception** to something bigger
  - Appeal



## What stands out?

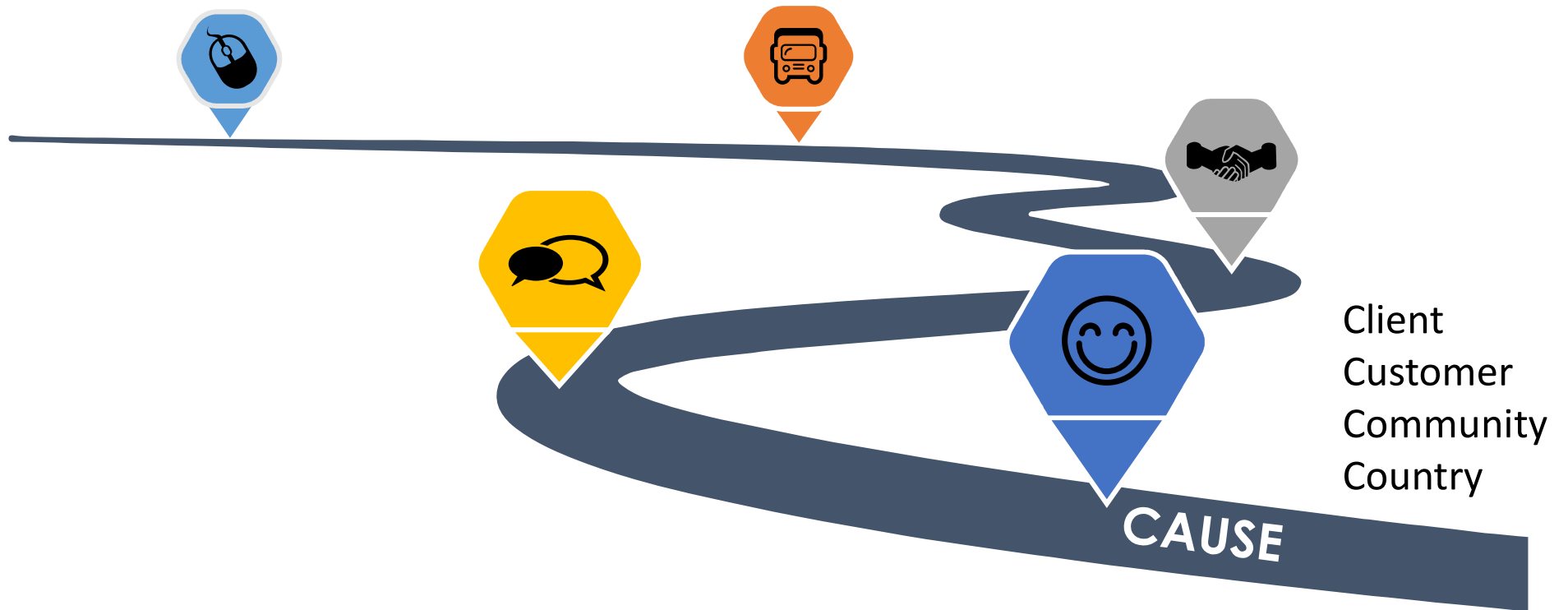
“This virus has shown how much our individual actions, no matter how small, can impact the lives of others and the tragic consequences that can result. We are all in this together and we all have a role to play in keeping each other safe.”

—Dr. Deena Hinshaw

# amazon *vs* Health Care



# Connect the Dots







## Stakeholder Principles in the COVID Era

*The business community's contribution: to be leaders of responsiveness and stewards of resilience*

As business leaders, we are experiencing how profoundly the COVID-19 emergency is affecting the world. Our employees face health risks in their daily lives, and challenges in performing their jobs. Our ecosystem of suppliers and customers is under extreme pressure. By doing all we can to coordinate our work, we can ensure that our society and economy get through this crisis and we can mitigate its negative impact on all of our stakeholders.

We accept our responsibility to address these crises. The first priority is to win the war against coronavirus. We need to do that while doing all we can to help our stakeholders now and, at the same time, to avoid a prolonged economic impact in the future. We will continue to embody "stakeholder capitalism" and do all we can to help those who are affected, and help secure our common prosperity.

To this end, we endorse the following Stakeholder Principles in the COVID Era:

- **To employees, our principle is to keep you safe:** We will continue do everything we can to protect your workplace, and to help you to adapt to the new working conditions
- **To our ecosystem of suppliers and customers, our principle is to secure our shared business continuity:** We will continue to work to keep supply chains open and integrate you into our business response
- **To our end consumers, our principle is to maintain fair prices and commercial terms for essential supplies**
- **To governments and society, our principle is to offer our full support:** We stand ready and will continue to complement public action with our resources, capabilities and know-how
- **To our shareholders, our principle remains the long-term viability of the company** and its potential to create sustained value

Finally, we also maintain the principle that we must **continue our sustainability efforts** unabated, to bring our world closer to achieving shared goals, including the Paris climate agreement and the United Nations Sustainable Development Agenda. We will continue to focus on those long-term goals.

The world has gone through other crises. As a global community, we will prevail this time as well. But, to do so, we **must all bond together** and coordinate our response. As business leaders, **we pledge to stand at society's service**, to help preserve and rebuild a viable society and economy, and to do all we can for our stakeholders.

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# **COMPASSION CONVERSATION CAUSE CHANGE**



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# NEXT .JS

1. April 3: Why People Don't Self-Isolate: The reasons people 'resist' change.
2. April 7: Business continuity plans are broken: The role of change in black swan events.
3. April 14: Why survivors matter: Storytelling in crisis.
4. April 17: Mental is Practical: Rebuilding capacity for your change.
5. TBD: Driving Change from a Distance: Yes you can.
6. BONUS