

## As Coronavirus Spreads, Society and Organizations Take an Emotional Journey

Just as a pandemic will go through its various stages, individuals confronted by a pandemic will often go through a predictable emotional journey. Understanding this is key to empathizing with others who are at various stages in the process.

## **The Emotional Journey**



Behaving as if everything is 'normal', such as insisting on keeping meetings and work schedules as is, quickly changes as people realise that they cannot go on as per usual any longer.

Contempt quickly follows denial and can be especially challenging as people in this phase are normally still in denial. People may become upset and act hostile.





Next comes blame, but playing the blame game is never good, and in the case of a pandemic, it is not helpful.

Over time, people will adjust to the new normal, and move toward acceptance. They will have adjusted their daily routine in order to cope and will regain their positivity.



Acknowledging the stages of pandemic development and the emotional response to it can help us move toward the acceptance stage more quickly. Not only will this leave us feeling happier and safer, but also in the right mindset to tackle the challenges of the day with positive energy and a solid sense of purpose.

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