

# EMOTIONAL STAGES of a PANDEMIC CRISIS

---



**DENIAL** "COVID-19 is somewhere else, not here"



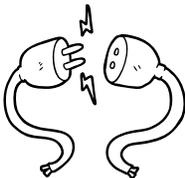
**RATIONALIZING** "Well, it's just like a bad cold"



**SHOCK** "OMG, WTF!?! This feels like a bad horror movie"



**ACCEPTANCE** "OK. It's here, it's real and it's affected my life"



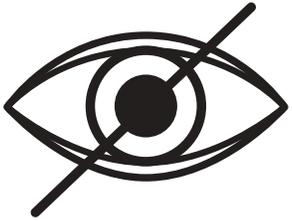
**ADAPTATION** "How can I work in this new reality?"



**EVOLUTION** "I've figured out this new reality and can grow"

# EMOTIONAL STAGES of a PANDEMIC CRISIS

---



## DENIAL

**"COVID-19 is somewhere else, not here"**

- **The refusal to believe, see or acknowledge an experience/event that is factual and occurring**
- **Cognitive dissonance is the main reason. The person's concept of 'reality' is so different from what is occurring, they simply cannot bridge the distance between the two competing realities**
- **Denial is a defense mechanism to shield us from something that can induce severe stress, anxiety or trauma**

# EMOTIONAL STAGES of a PANDEMIC CRISIS

---



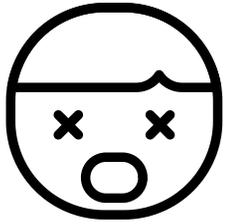
## RATIONALIZING

**"Well, it's just like a bad cold"**

- **Rationalizing is the half-way measure between complete denial and total acceptance**
- **Person is able to acknowledge selected parts of the event that is occurring but creates reasons and excuses in an effort to minimize its potential impact**
- **Rationalizing is also a defense mechanism, an attempt to assert a degree of psychological control over the event that is occurring while protecting one's current state of reality**

# EMOTIONAL STAGES of a PANDEMIC CRISIS

---



## SHOCK

**"OMG, WTF!?! This feels like a bad horror movie"**

- **Shock is the psychological reaction to the onset of an adverse or destructive experience**
- **The event has physically and emotionally collided itself into one's reality causing severe stress, anxiety and/or trauma**
- **The damage is sudden, real and so severe it often changes the person's concept of reality. It can include contracting COVID-19, sudden job loss, no access to food and other essentials, financial calamity, or being hospitalized**

# EMOTIONAL STAGES of a PANDEMIC CRISIS

---



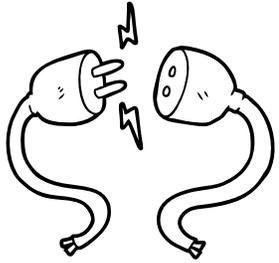
## ACCEPTANCE

**"OK. It's here, it's real and it's affected my life"**

- **The ability to comprehend what has occurred and how it has affected the person's life**
- **The ability to articulate and process the emotional landscape created by the experience**
- **The complete and total acknowledgement of the new reality that has been created as a result of this experience**

# EMOTIONAL STAGES of a PANDEMIC CRISIS

---

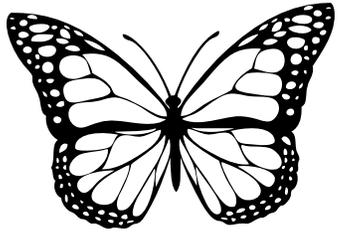


## ADAPTATION "How can I work in this new reality?"

- **The psychological ability to grasp the "new rules" that have been created from the life-changing experience**
- **Ability to assess personal talents and competencies and effectively use them in context to the new rules to leverage maximum personal gain**
- **High level of resilience in the face of trial-and-error experimentation while seeking new channels of growth**

# EMOTIONAL STAGES of a PANDEMIC CRISIS

---



## EVOLUTION

**"I've figured out this new reality  
and can grow"**

- **Mastered the "new rules" so effectively they are able assert their own influence in modification of the rules/system for personal gain**
- **Effectively used the unwanted change in reality to create a high level of gain that out paces the damage caused from the initial experience**
- **Continues to reach new levels of growth within this new system**