

Get **INTO** Your Comfort Zone

Lipkin's 10 Ways to Master the Crisis.



Make Friends with your Fear.



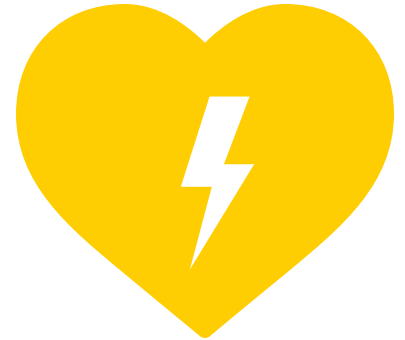
Be ok with not being ok. In the age of lockdown, peace of mind has been put on hold. It's not you. Anxiety comes with the territory. Live with it.

1

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Acknowledge the Unreality.

Normal is weird and weird is normal.
This is a massive exogenous shock.
There is no playbook. We're all
making it up as we go along.



Accelerate Through The 6 Stages Of Recovery:



Denial – this can't be happening.

Despair – this is the end of the world.

Acceptance – here we go.

Understanding – this is beginning to make sense.

Engagement – I can make things better.

Mastery – I'm getting better at making things better.

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Change Your Habits.

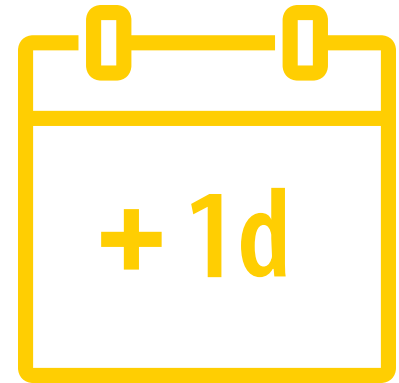
Live like it's Day One.

Shift your mindset.

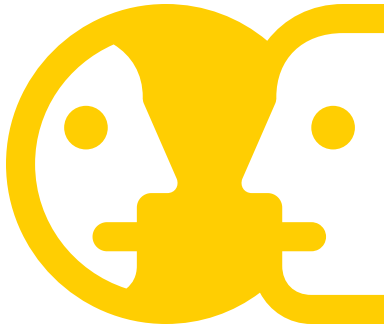
Develop your discipline.

Play at your best under the circumstances.

Make every day a victory. Pass it on.



Be Reflective, Not Reflexive.



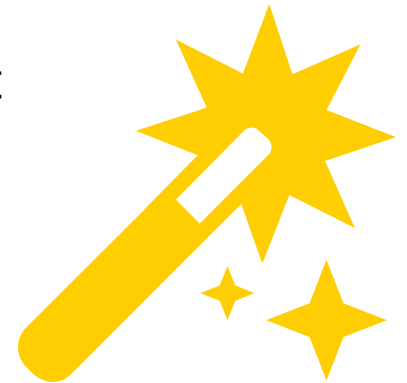
Lean out. Plan don't panic. See beyond
this moment. Prepare for the upturn.
Read. Listen. Talk. Breathe.

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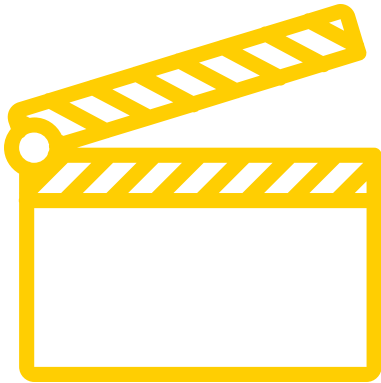
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Fantasize For Real.

Remember your cherished yesterdays. Imagine awesome tomorrows. Look at the funny side of things that aren't funny. Smile at the crisis.



Take Imperfect Action.



Do something. Make a call. Produce a post. Join a conversation. Propose a solution. Work on yourself. Wash your hands.

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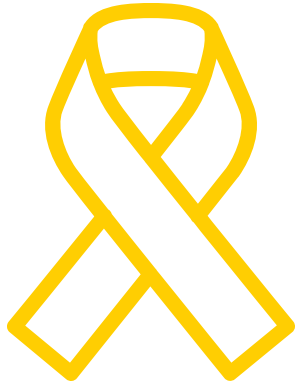
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Stay Sharp.

Dress for success. Look your best on video. Don't rust out. Be professional in your space. Experiment with new ways of being you. Sleep. Eat. Move.



Reassure People.



It will all be ok in the end and if it's not the end, it's ok. Help people hope. See proof before it's present. Express your interest and empathy. Remind people why they will survive and thrive.

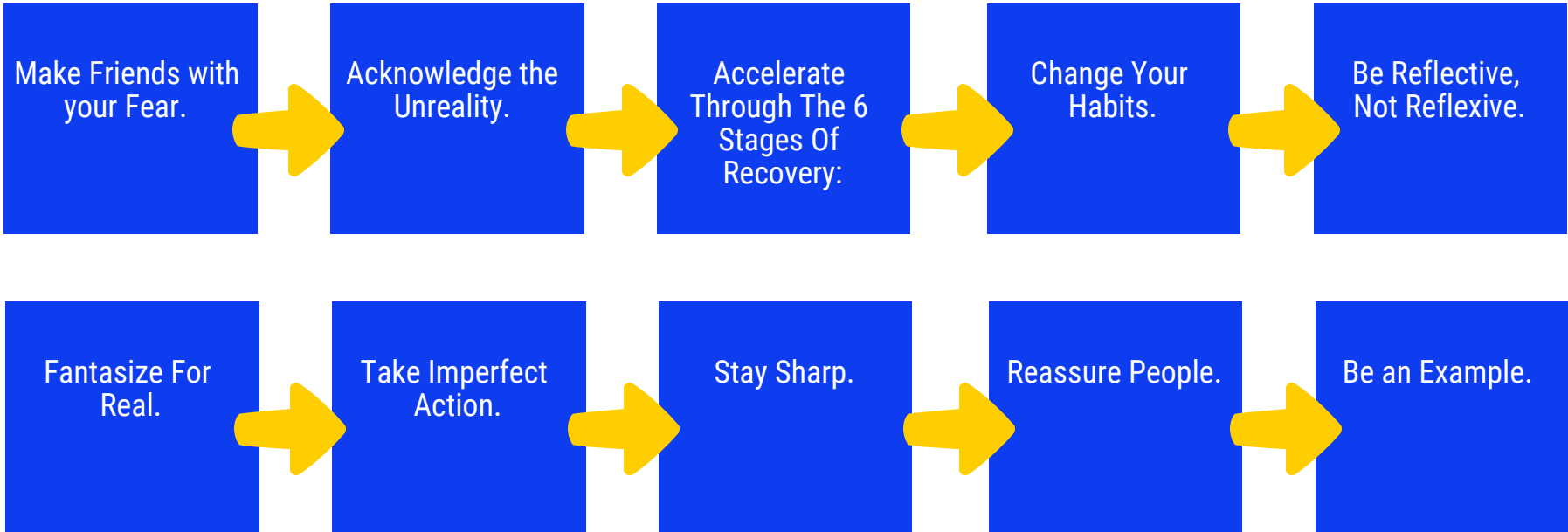
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Be an Example.

Behave now the way you want to feel about yourself later. Encourage others with your courage. Provide an essential service that makes you invaluable later on.





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