FAD: Fear, Anxiety and Doubt - will be the dominant emotions for the foreseeable future. Our foundations have been rocked to the core. We're all unsteady on our feet. We need to manage our own FAD while we help others manage theirs. People will be drawn to those that boost their confidence, certainty and clarity.

Virtual Communication. Physical meetings and in-person networking are dead. We will even do what we get back together, scroll and virtual. We'll navigate your virtual presence with a smile. Be the best at what you do. Welcome to a world in which a virtual world is your world.

Global Contraction. Flat will be the new up. The world will shrink before it grows again. The recovery will be more like a swoosh than a V. Margins will be compressed. Consumers will be cautious. Non-essential spending will be curbed. Cost containment will be the order of the day. So become an essential service. Offer so much value that you cannot be refused. Differentiate yourself by going above and beyond anything you've ever done.

Trust in Tribes. With so much uncertainty, we will endeavour to get into our comfort zones. We will seek the safety of the tried and tested. We will turn to the people that have come through for us in the crunch moments. We will rely even more on the guidance of our inner circles. We will shop local wherever we can. Geography matters again. So activate your power base. Connect with the people that you've served very well. Show them that you're at your best when things are at their worst. Communicate frequently and meaningfully. Remind others why they want you in the foxhole with them.

Breakneck Breakthroughs. Welcome to the epic reboot. The Next Normal has made so many things instantly obsolete. The problems confronting us will require a higher order of daring and inventiveness. Speed responds to need. Urgency is rocket fuel for creativity. Nothing galvanizes the mind like the lack of an alternative. Innovation and ingenuity will be the currency of survival. What can you do to help your team and customers become new and improved? And who do you need to help you?

The Great Give-back. To those that have earned much, much is expected. Philanthropy is mandatory. Social Purpose will be a game-changer. Clients and customers will choose their partners on the basis of the contributions they've made especially during this period. Collectively, perhaps, what will bring us together is the act of giving, gone. The real answer is out there. Think about the role that you play and the contribution that you'd like to make. So set the example. Give, give, give. You will reap big dividends.