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REPUTATION MATTERS

CHAOS RULES:

8 Ways to Navigate
Through the Fog of Crisis

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CHAOS RULES: 8 WAYS TO NAVIGATE THROUGH THE FOG OF CRISIS

In wartime they call it the fog of war.

In crisis Davia Temin calls it the fog of crisis – but what it really amounts to is chaos.

So as we're surrounded by a deteriorating civic infrastructure and national political response; as our lives and businesses are put on indefinite hold; as working indefinitely from home becomes untenable in many situations and organizations; as family pressures or the pain of isolation mount when we're all sequestered at home; as joblessness careens; as the products we need the most – in hospitals and in our own lives – continue to be unavailable; and as more people get sick and die (this time, who we know) – [the result is the fog of the coronavirus crisis.](#)

It's murky, dense and difficult to navigate. And it probably will exceed most of our abilities to cope at one time or another.

CHAOS RULES

So, here are 8 ways that might help you get through it:

1. **Become a Long Distance Runner**

This is a marathon not a sprint. Get adjusted to living in uncertainty for a long while. It will not end when you want it to, or even when you can't tolerate it for one more nanosecond. It will end when it ends.

So, keep yourself well-tuned: meditate, get in shape, exercise, eat fruit. See this as the ultimate long distance challenge (sometimes run at the speed of a sprint). And see your job as being fit for purpose.

2. **Forget Any Assumptions You May Have About How Things Should Work**

All bets are off now, and things really are not going to work the way they did for a long, long time... if ever.

So, following crisis rule number one, deny denial. You'll need to drop your expectations about the way it should be immediately, not go into mourning for them, but cycle immediately into finding new ways of doing things.

Whether it's how your company will stand by you, or how your Amazon deliveries are expected to be on time. Whether it's how you expect your country to protect you or how you want to interact with others, today's reality and tomorrow's promise will be very different from what you expect. **You must be ready to innovate in every sector of your life and work. Let go of expectations and find new and flexible solutions.**

3. **Still Know that Anything is Possible**

We are living in a quantum universe and it feels closer than ever before. All possibilities for every situation lie squarely before us. And truly now, a butterfly flapping its wings in China can redetermine the course of the entire world. **How you approach the multiplicity of decision points you are faced with, can determine your future more than ever before.**

Your mindset, diligence, ability to quell anxiety, see clearly and face reality – not running and hiding, or using excuses to shirk responsibilities – may help determine what opportunities you see. And take advantage of.

The world will change (or it won't). Be ready mentally and physically to take advantage of what you can.

4. **Practice Improvisation**

The world is going to be topsy turvy for the foreseeable future and we are going to all need to improvise on the fly, in almost every aspect of our lives.

What can train you for such a world? Improvisational Theater — “improv” — for one. Improv teaches you to be in the moment, react to what you're presented with, think on your feet, pivot, whirl.

Or as **Kimberly Motes**, the Executive Director of Minneapolis' Children's Theatre Company (CTC), one of the premier children's theater companies in the world, puts it:

“In days like these where everyday there is a new development or factor outside of our control and organizations must react, improvisation is key. There are many aspects to improvisation, whether it is jazz, theater or dance, you must make it up and respond in the moment, based on your surroundings and those around you.

Your brain must rely on your past experience and knowledge while not actually thinking about it because you must react immediately in the moment and respond to the set of conditions you are given.

“You have to simultaneously think quickly and not think at all. Speed, agility, creativity, imagination, and trusting your gut are all required in a split second.”

Just what is needed today.

So, while you’re stuck at home, research improv, take an on-line course, watch it, practice it. You’ll be practicing your chaos survival skills at the same time.

5. Embrace The Cuomo Effect: Channel Andrew Cuomo

We all need reliable voices in the wilderness, beacons in the fog to guide the way. During the ashen fog of 9/11, Rudy Giuliani provided us with that.

Today it is Andrew Cuomo. He is the voice of intelligence, authority, trust, calm, logic, the will to go to battle and fight, and to feel and express appropriate emotion. He is our national guide through it all: Our new hero.

Learn from him. Be your family and friends’, your company’s, Andrew Cuomo. Study his press conferences. See how his authority is built through his palpable inner strength, honest dialogue, uncompromising values, mental acuity and toughness, and conversational style.

Then channel him in your own life. Be a true leader; be a hero.

6. Set a General Direction and Intent for the Future

We are talking about directionality here. The big picture reigns. Don’t cling to detail. There is no roadmap out there. We are in uncharted territory. Use your gut and intentionality as touchstones to guide you.

7. Reconnect with your purpose, values and identity – personally and professionally

Reconnect with what you believe, with who you are, and who you want to be. Let that inner purpose be the ultimate guide thru the murk. In reality, it is the only guide you will have, your own True North.

8. Learn from Science

A lot of the principles we're talking about here have scientific origins: chaos theory, the Heisenberg uncertainty principle, quantum physics. (Although we've probably entangled them...)

It's amazing how physics – and metaphysics – can help us practically in times of chaos. Plus, they put it all in a grander, more logical, and – at least for me – more comforting light. And they offer hope.

Or as AI scientist, entrepreneur, investor, and composer **Bruce Molloy** puts it far better: **“According to Chaos Theory, a branch of mathematics, even seeming total chaos contains invisible seeds of order and organization. In the midst of our crisis, we have a remarkable opportunity to influence how new and better orders can emerge. Nature is always self-organizing whether on the cosmic or cellular level – we can and we must participate.”**

And that is the beginning of the way out of chaos.

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The firm helps corporations, professional services firms, and other institutions define and strengthen their public image – and their bottom line – through strategic marketing; branding; media relations; thought leadership; social media; speaker, media and leadership coaching; financial communications; and crisis and reputation management.

Strategists, coaches, writers, and social media experts are available “25/8” to assure that every crisis is addressed, and every opportunity leveraged.

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