

The background of the entire image is filled with numerous stylized virus particles. Each particle is a circle of a different color (red, orange, yellow, green, blue, purple, pink, cyan) with a black outline and small black dots around its perimeter representing spikes. The particles vary in size and are scattered across the white background. On the far left, there is a vertical red bar with black line art depicting mechanical or industrial components.

LOVE

IN THE TIME OF CORONAVIRUS

Part 2 of a 3 part series

Do your part.

The fact is nobody is getting out of this on their own. We need everyone to do their part.

Western philosophy is based upon the strength of the individual, but we all now know that way of acting in the world makes for bad neighbors, poor countrymen.

The good news is that it seems like the "*we're in this together*" mentality is kicking in. We hear from clients that teams are more cohesive, aligned and focused on the power of collaborative effort.

The reason why: we're realizing how much we need each other.

One more reason to be hopeful.



everybody
participates

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Be kind.

When trying to understand human behavior, the temptation is to reduce everything down to selfish, rational transactions.

But that's only part of the story, of course. The other part is that human beings are not mere machines, we're hyper-social complex primates, and will always behave in complex ways.

We need to love, we need to belong, we need part of something. One of the most powerful ways we have to connect with others is through acts of kindness.

Expressing kindness is one of our most important ways of building social bonds: it's how we survive.

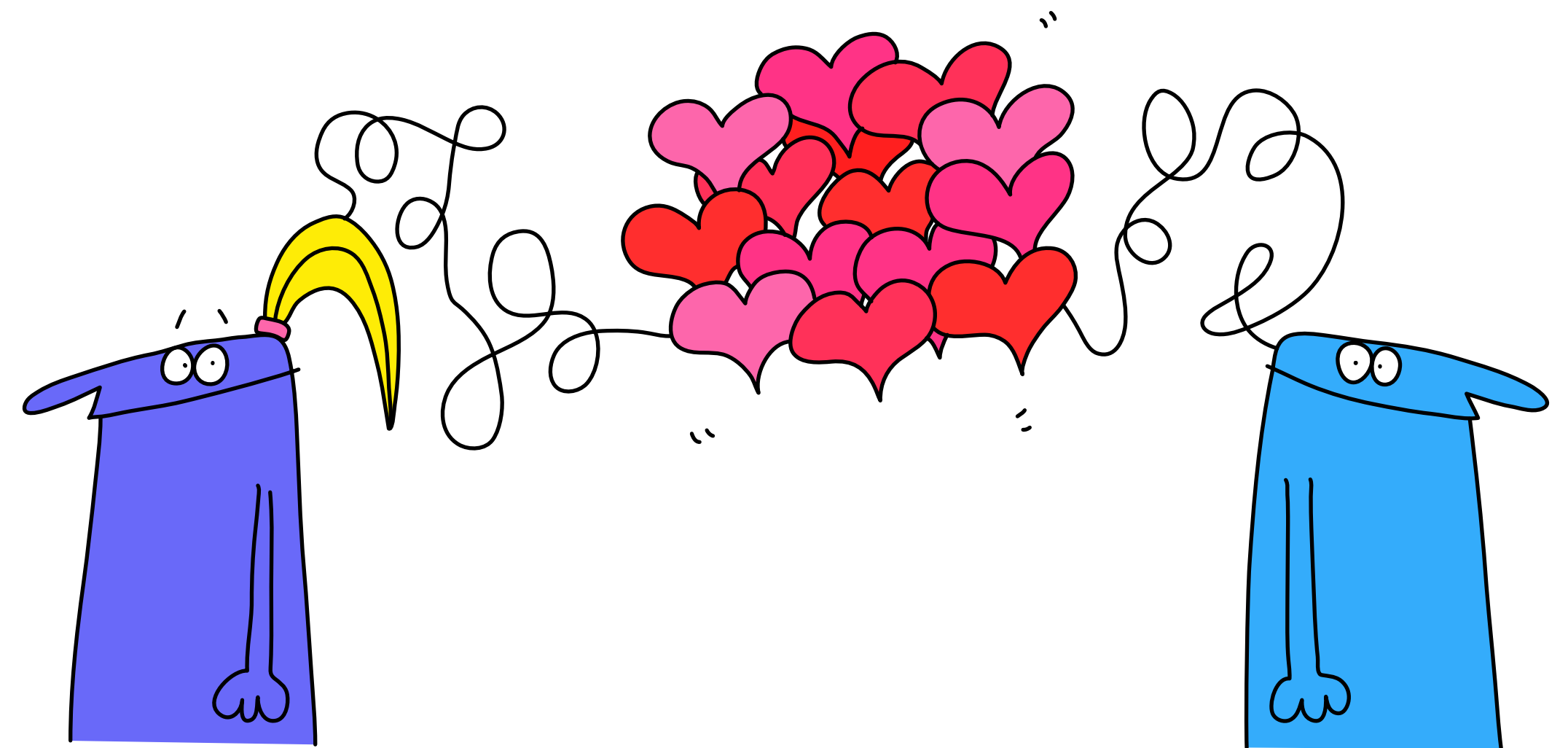
The question is, how do you cultivate kindness at the macro level? How do you create empathy at scale?

You do it by inviting people to get personally involved, by creating a movement.

You make it an integral part of your culture.

[Kindness is contagious](#) and it's one thing worth spreading.

also
kindness is contagious



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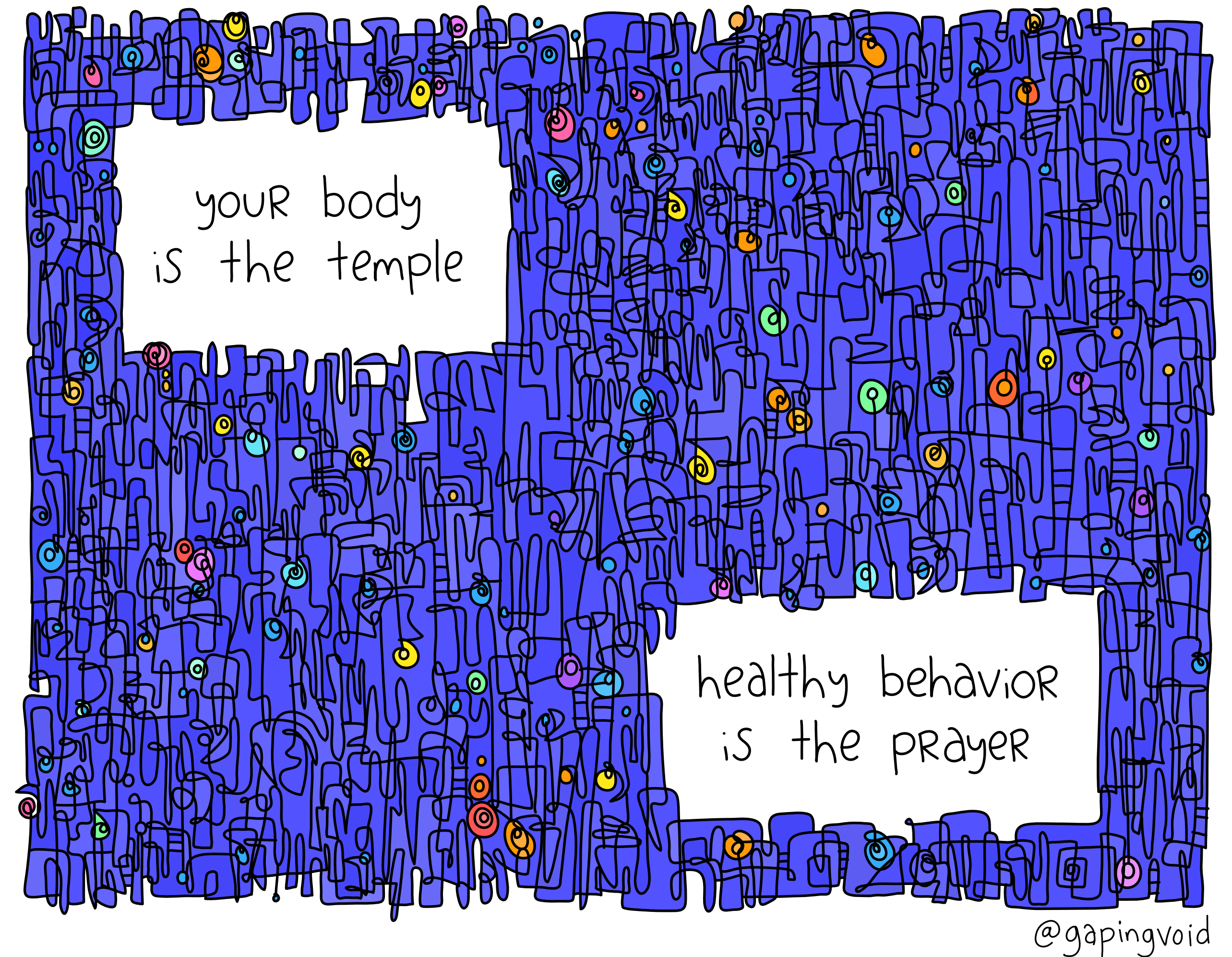
Love yourself.

If this pandemic has shown us anything, it's that the world is about to make a sharp turn in a new direction.

There is also one very important message being reinforced – no matter what you believe in or where you spend your time, your body never leaves your side.

And waiting for a biological war to take care of it probably isn't the best strategy.

We all have our unique way of doing it, but we must do it in order to live the proverbial experience of heaven on Earth.



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You are not alone.

There are moments in our lives that we remember forever.

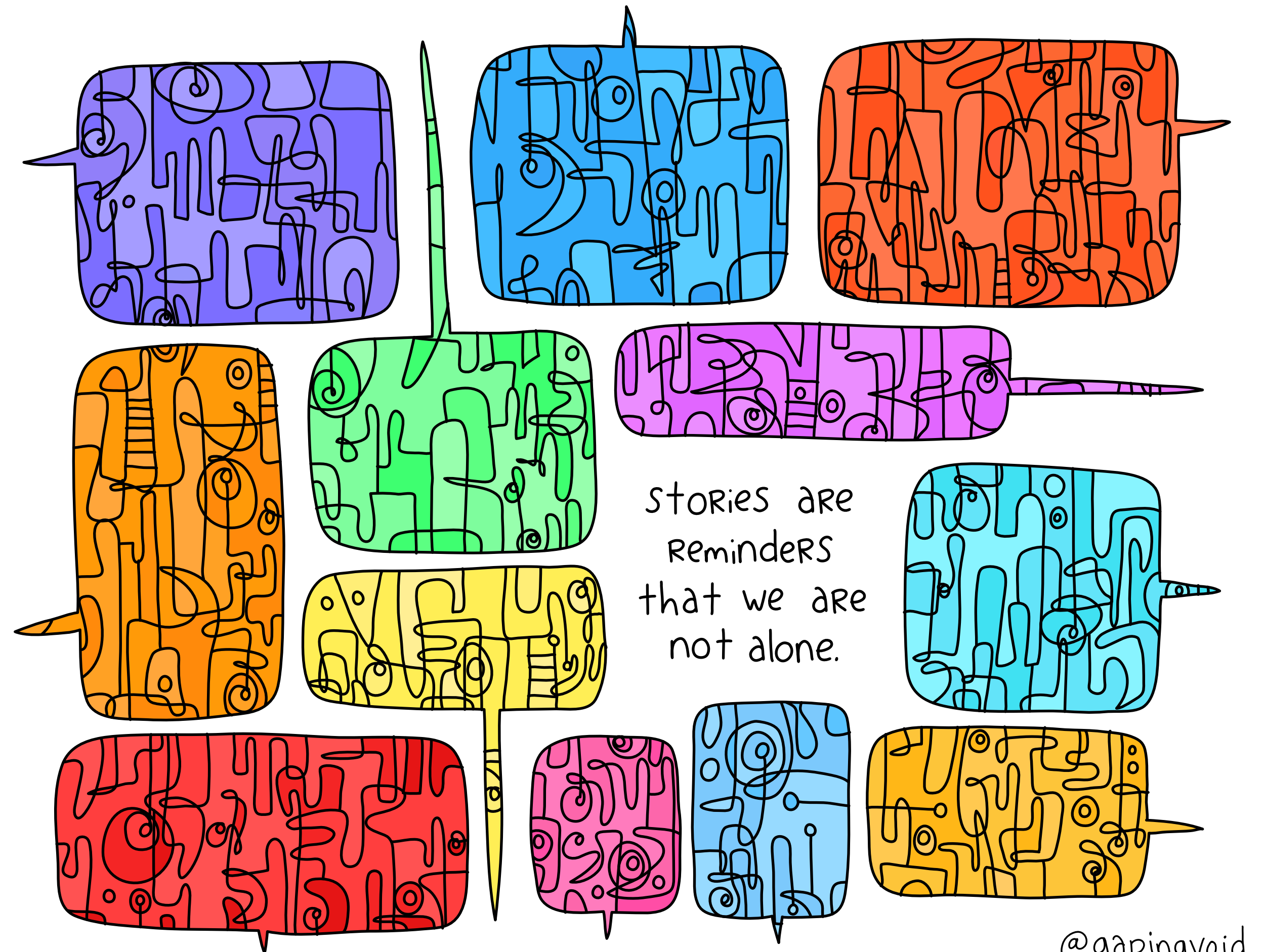
The reason is because we manage to fit those moments into a narrative, somehow.

You don't just remember the wonderful dinner you had. You remember the beautiful evening stroll in the park with your significant other, and them telling you something... memorable.

Everything weaves itself into the narrative, or else it is discarded and forgotten.

When you think about it, stories are not just nice things we use to keep ourselves amused. Stories are what we use to understand the universe, and our place within it.

And without them, we simply couldn't do it. Let's be thoughtful about the narratives we want to create to remember these times.



stories are
reminders
that we are
not alone.

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Cuddle daily.

For the past few years Team Gapingvoid has had a “daily cuddle,” modeled on our friend [Verne Harnish’s “huddle”](#) - every morning.

We love this. It’s such a simple, elegant solution to a problem so many companies have: the fact that we are all overwhelmed. Email, Slack, Zoom. This is still a shorthand way to connect.

And now, in uncertain times our ‘cuddle’ has become more important than ever.

We check in with each other, it keeps us aligned, motivated, accountable and makes us feel cared for—especially, at a distance.



Be grateful.

When Granny told you to “count your blessings,” she wasn’t virtue signaling in a cute folksy way, she was teaching you an essential survival skill.

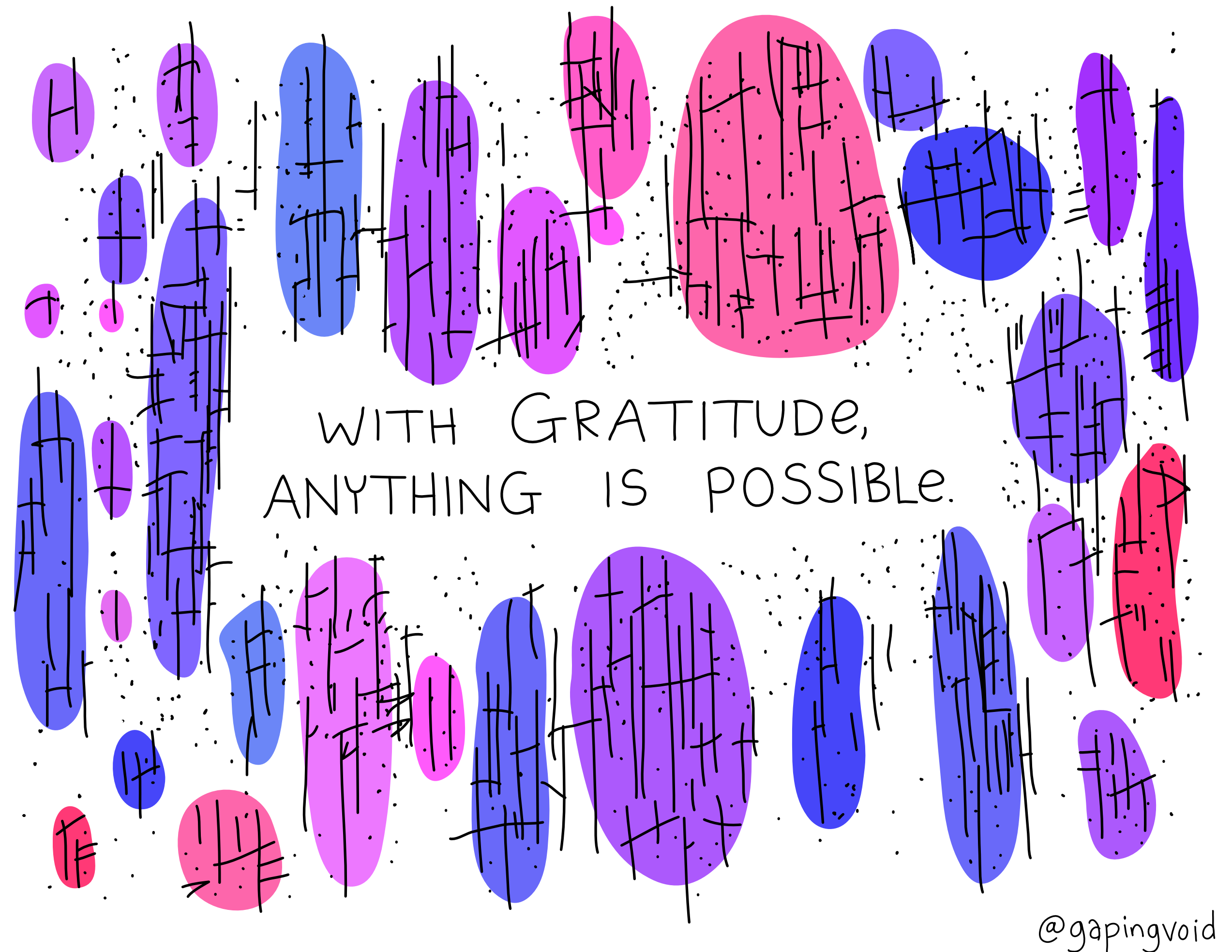
Gratitude is how we acknowledge our humble place in the the universe. Gratitude is our way of telling ourselves what really matters; a damn hard thing do at the best of times... let alone now.

What seemed to be the flow of life, was really the beautiful synchronization of all sorts of complicated systems. If we didn’t know that before, we sure do now.

Be grateful for the amazing people in your life, for your good health, for the people working tirelessly in hospitals...be grateful for all the things that you usually take for granted. It is easy to complain.

Gratitude calibrates us with our creator. The trick is, it’s a choice. Nobody will make you do it, it must come from within. That’s where the power lies.

[Read the post “Gratitude Transforms 3 Things”](#) by our dear friend **Benjamin Hardy Ph.D.**



Be helpful.

That's why we're here, to make a dent in the universe.

Right now the universe feels really small—roughly the size of our living room. But it is, and always has been, as big as our reach into other people's lives.

Lend a hand, forward an email, make a call. Do something!

Ripples make waves. We're not stuck, even if it feels that way.

The universe is big. Trust in it.

Care →
in action!

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Stay connected.

Here we stand, confronting the unknown.

Where do we turn?

Invariably, we find ourselves in others.

It's coded deep into the most primitive parts of our DNA and no foreign strand can break that.

The tools we have that allow us to connect in a time of disconnection are an amazing gift.

Only fifteen years ago, this crisis would have taken on a darker tone. We wouldn't have been able to see our friends, family and colleagues. Our minds would have been left to wander. We can connect with one another, we can check in, and we shouldn't take that for granted.

Whatever the distance, we choose connection.



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Compassion wins.

We, as humans, like to categorize. It makes the world easier to digest.

We fit the people around us into labels: users, coworkers, competitors.

Then they're no longer just people – they're the boxes we've put them into. And we've removed the burden of feeling compassion.

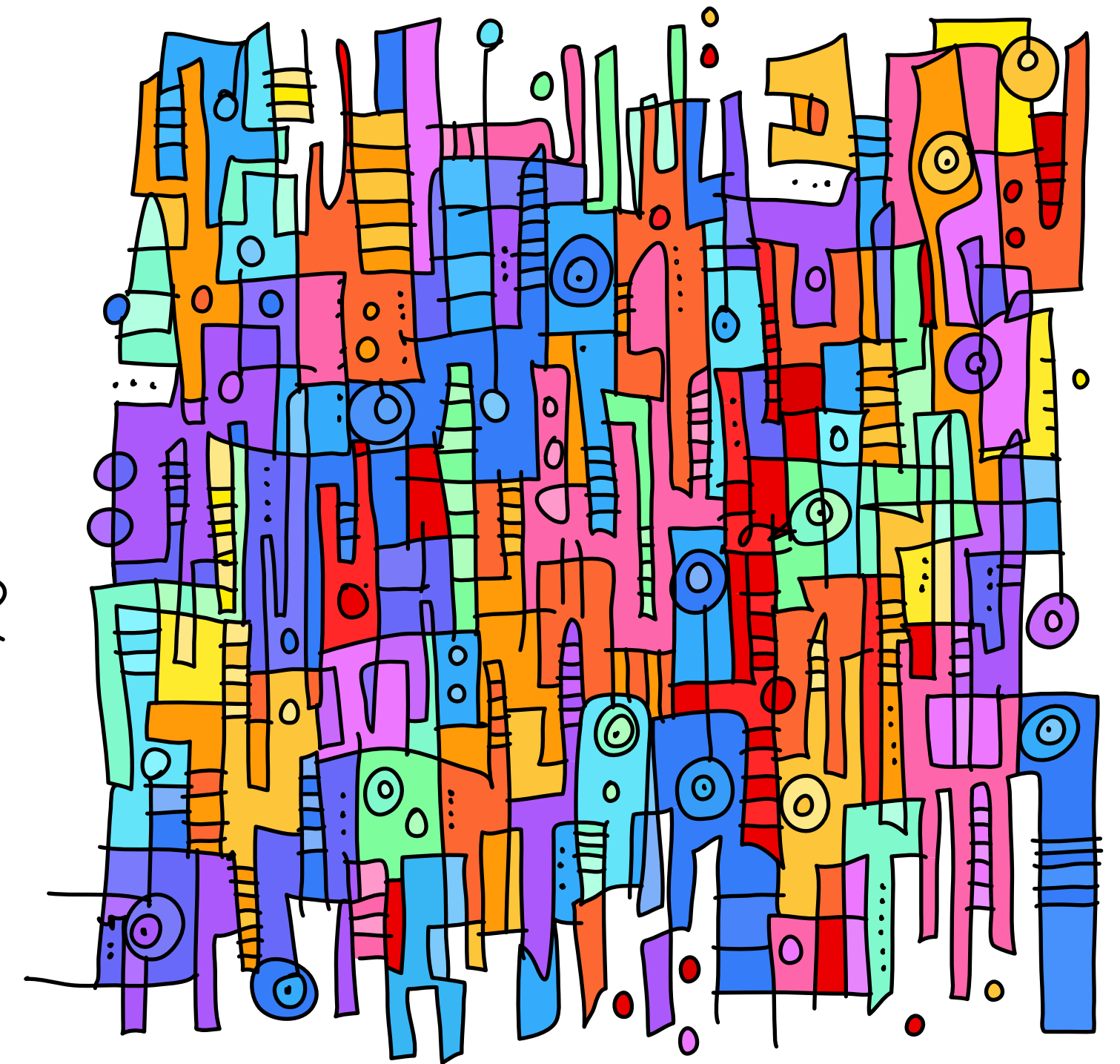
Which is total nonsense.

The world runs on compassion. The world celebrates compassion.

We need to find that presence in ourselves.

We are only as much as what we can give to others.

You are only
as good as
the Love you
have for other
People.



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A theory of love.

Assumptions:

We exist at the center of our own universe. Literally. The TV remote is to your right. The lamp, to your left.

We're stuck with ourselves, like really stuck. I can never experience what it's like to be you, and you can never be me. True empathy doesn't exist without love.

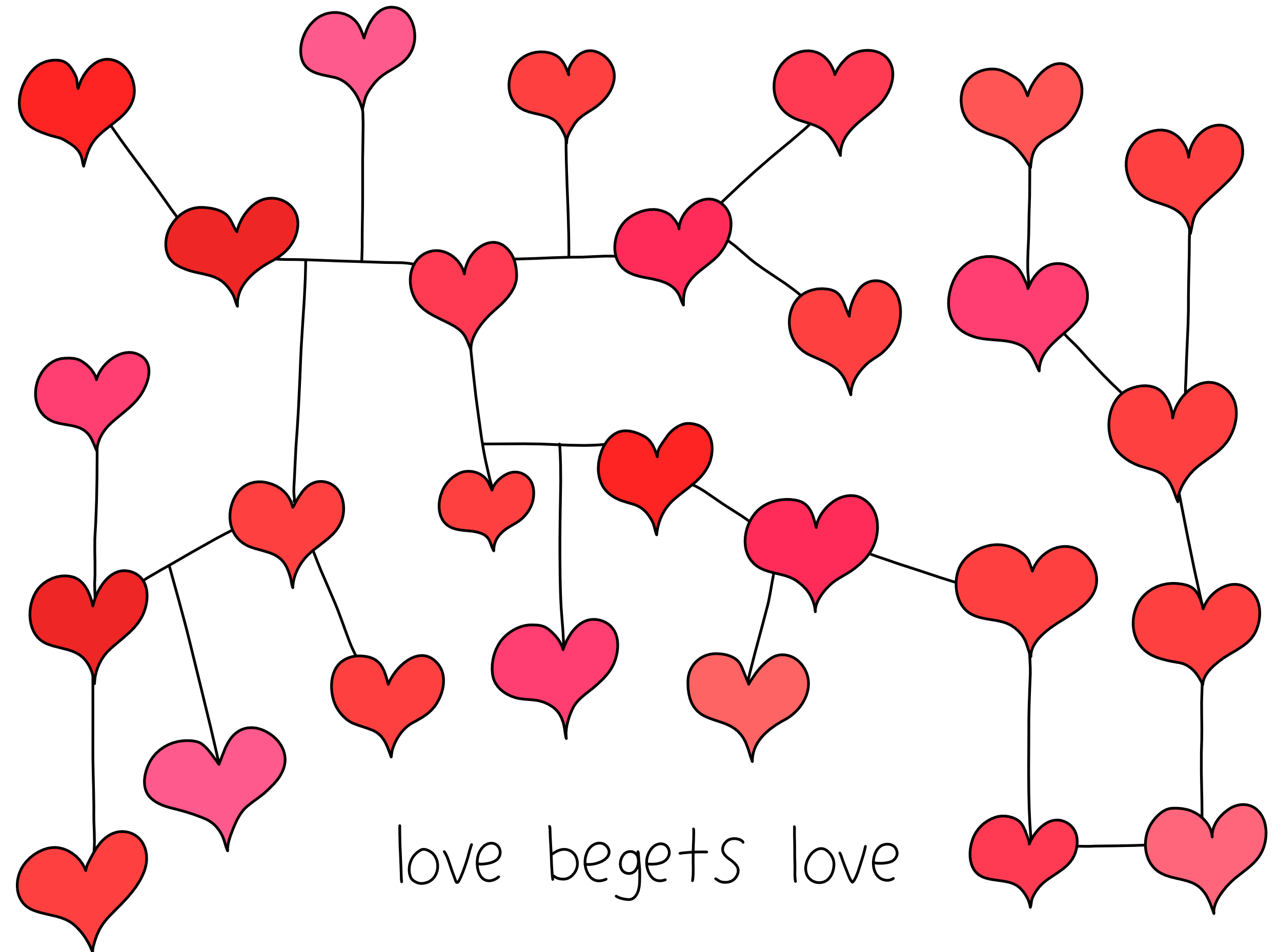
We are constantly guessing, projecting, trying to get closer to one another... Usually unsuccessfully.

The highest function of love, aside from making the loved one a unique and irreplaceable being, is to achieve true empathy.

We do this for us, we do this for them.

Because the love and the loved have such a profound understanding of what it means to be the other, they can make well-founded assumptions about the intimate construction of the other's universe, and in doing so, take the isolating weight off their beloved's shoulders.

Something to strive for as we are bound to our loved ones in this time.



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We turn organizations into purpose-driven communities.

Creators of Culture Science™, we combine research in the areas of behavioral science, social learning, and neuroscience, applying new tools and methodologies that **turn culture into a management system.**

We believe that every person can and must fall in love with their work. This is achieved by creating meaning and connection that both meets the needs of the individual and the organization. **This is a deliberately designable process.**

The power of culture, however, isn't simply about creating employees who are more engaged. **It is about the dramatic impact of culture** to deliver sustained operating results.

Over the last dozen years, Gapingvoid has served purpose driven organizations as diverse as Microsoft, Intel, VMWare, US Air Force, Departments of Defense, AT&T, MIT Sloan School, Yale University and Zappos.

We apply Culture Science™ to a broad set of solutions that include building cultures that support innovation, patient experience, digital transformation, and diverse & inclusive organizations. Our End-to-end Culture Design™ solutions address the holistic needs of the organization.

We work for purpose-driven organizations run by influential leaders looking achieve greater connection and alignment to their goals.