## What are the opportunities to create a 'new normal?' How can I halp others who are going through the can

- How can I help others who are going through the same thing?
- How can I be a part of the solution?
- How can I ban together with others to make my city/region/NZ a better place?

## Assimilation/ Accommodation

• My business will never be the same again, who can help me figure this out?

- Who's done it differently I can learn from?
- I've got to find a way to innovate, who can help me?
- My market won't be there ever/for awhile, where else can I go to find business and who can help me figure this out?
- Do I even want to do this anymore?

## **Grief and Loss**

**Stress Reactions** 

Family and Friends Support

Safety

Food, Water and Shelter

- This is unfair, this isn't working, I'm out of control!
- The government isn't doing enough, my EDA isn't doing enough!
- My staff are needy, I'm sick of my customers complaining!
- What if this never ends?
  - How can I support my staff through this?
  - How can I support my suppliers, customers through this?
  - My staff are stressed, my customers are angry what can I do?
    - My business has been shut down, what do I do?
    - When can I get back into my office?
    - If I can't sell, export, etc, how will I survive?
    - When will this stop? When will it be back to normal?
      - Can I keep my biz operational today/tomorrow?
      - Who will rescue me?
      - If I need help today/tomorrow, where can I get it?