

Finding the optimistic within the Covid-19 pandemic

By [Anna Collard](#)

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The coronavirus pandemic has hit society, business and education at a speed that few could predict, and shaken foundations in ways that none could have anticipated. In the news, only a few items escape Covid-19 in the title. On social media it's memes and fears about the virus. It's hard for people to remain upbeat in the face of lockdowns, limited physical contact and complex working conditions. Or is it?



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Whatever you focus the most on, that's what you will get more of. Even before coronavirus there was enough bad news online and on social media to make most people want to sit in a dark room. At this time, when the entire world is shifting on its axis, it has never been more important to focus on the positive and the ways in which this change can benefit us.

The digital lifestyle

Yes, digital working from home has been thrust upon us, but what stands out in the midst of all the bad news is how most companies could do just that – send their employees home. It highlights the true value of the internet and the IT teams that are working to make it happen and the potential that the digital lifestyle could offer South Africa in the future. From e-learning to working from home to building new businesses that will shine in the post-Covid-19 era, society is rapidly advancing to becoming completely digital in an incredibly short period of time.

This digital evolution has also made a huge difference to people who are locked in alone or who crave human contact. Apps are bringing people together in new ways and giving people the chance to reconnect when times

are tough. These same apps are being used in virtual conferencing and meetings so that teams can connect and businesses can keep moving into an uncertain future.



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The wealth of information

There is immense value in information and coronavirus has brought that to millions of people who are now more aware about hand hygiene and health. This has meant that these people know more about washing their hands, distancing themselves from those contagiously ill and minimising the spread of disease than ever before. This will not only help in slowing the spread of coronavirus, but the spread of other diseases today and in the future.

The security factor

Organisations are more aware of security than ever before because their employees are working from home and opening up new avenues of risk. This is the perfect time to secure Wi-Fi routers, train people to learn more about phishing and scams, and to protect people from fraud. Companies are investing more into security controls and training to help protect

both their assets and their employees.



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Harnessing creativity

A moment of stillness. An hour of boredom. While this may not be possible for those with families, these moments are invaluable when it comes to igniting creativity and innovative thought. This lockdown could inspire people to come up with new ideas and new businesses, give entrepreneurs the time they need to reshape their ideas, and result in unexpected disruption in unexpected spaces across the world. Creative solutions are definitely needed right now and this time of enforced solitude and thinking is an opportunity for people to find them.

Appreciation and empathy

In Cape Town, a restaurant owner shut her doors firmly, more worried about those with HIV than her bottom line. In Johannesburg, the owner of a car repair shop spent his weekend buying supplies for the old age home about to enter lockdown so that the residents didn't risk their health. Empathy is changing the way people engage with one another while appreciation of the little things and these moments are allowing us to see what's really important.

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