



Step One - Towards an Understanding of How We Could Be Beyond COVID-19

“Human beings are storytellers and mapmakers because of a need for permanence—But what if I was to tell you that the *map is not the territory* and change can be neutral.

Our reliance on language for orientation however can also be experienced as both a prison and a constraint and we automatically turn every experience into a narrative, reducing it to shards that fragment even further in the telling and retelling.

It will be as much how we approach it, the language we use to describe it and what we imagine will happen, before, during and afterwards, that will *frame* how we will experience things post this Pandemic.

Our *language habit* with its built-in defaults and judgements about what is good and what is bad, could be a profound challenge and a barrier to change, transition & transformation as we navigate our new normal – So, let’s be Mindful, let’s be courageous and let’s change the story one conversation at a time”

Paul Adam Mudd

<https://www.themuddpartnership.co.uk/>