

An empowering crisis- the "Golden opportunity" of the Covid-19 pandemic

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Does the Covid-19 pandemic have positive sides? Is it possible to find a positive point of view during a health and economic crisis, or is this a period perceived as a state of survival?

The last two years of the covid-19 virus pandemic have inundated us with news items regarding the vulnerability of individuals, as individuals, as families, and as a society. As a result, many businesses were closed, and millions worldwide lost their sense of well-being. In addition, the uncertainty and rumors prevalent regarding the virus and its dangers led many to lose their way and peace of mind fearing the unknown and experiencing a negative personal ordeal.

I suggest another way to look at the pandemic period, which allows for a positive perspective and the possibility of seeing this period as an opportunity.

In the days before the plague, the race of life seemed like a hamster running on a spinning wheel hopelessly.

The pandemic created a new reality, a reality that made it possible to stop the wheel and get off it.

This period allowed individuals and society to stop, sometimes out of compulsion even though a positive one, and go through in-depth and meaningful processes personally, socially, and professionally.

During this period, we witnessed a change in work patterns, the creation and strengthening of platforms that enable remote work, and a marketing revolution in almost all economy industries, including establishing online infrastructure for purchasing products in virtually every field.

During closures and ongoing isolations, many found themselves stopped, sometimes reluctantly, and required to adapt to a new reality concerning their field of occupation, profession, and workplace. Over time, many have realized and understood that this is the time to initiate a change. Many also decided to pursue the shift.

Changing work patterns, reducing activity in various areas of commerce, and time to engage in new fields and hobbies, some of which they have gripped in the past, have pushed many to change professional and personal direction. The various pre-pandemic reasons, some would call them "excuses": "I'm busy," "I do not have time," "I work many hours a day," and so forth, were pushed by the insight that this is a **Golden Opportunity** to recalculate a route.

On the face of it, it seems that during a period of plague and global crisis, the expectation is that people stick to the familiar and secure and avoid taking risks, emphasizing changes related to the source of livelihood. However, it turns out that reality indicates that quite a few people decided to resign from their jobs, even when they did not have another job.

According to a Microsoft study from March 2021, 41% of the global workforce considered leaving their jobs.

In addition, the Deloitte 2021 Human Capital Survey found that two out of five people consider leaving their jobs.

What drives people to make the change in a time of crisis?

The period of closures brought back to focus quality time in the family and a change in worldview regarding daily conduct - home, work, hobbies, etc. That led to the insight that it is possible to live differently. This comprehension, in turn, has created a phenomenon in which people leave the workplace and look for new challenges and a way of life in which they realize their desires and aspirations, the ones locked in the box reserved for "things I will do after retirement."

For many, the epidemic period was a disillusionment. The ability to make such changes is often rooted in each person's sense of personal resilience, as they can turn a crisis into an empowering "**Golden Opportunity**" and drive significant moves in their lives. Change requires the individual to change and adopt a different view of reality. The "Golden Opportunity" requires the individual, and sometimes even the people around him, to **G**ather information, **O**rganize for change, **L**earn all the options available options, and adopt a **D**ifferent approach to life.

Life presents us with opportunities, and the last two years have been a time when the prospects for change and development have been many. It is not clear and unknown how the Covid-19 will accompany us. Yet, I believe people have the power to harness creativity and find the tools and ways to take themselves forward, even when the prevailing general atmosphere is of cessation and sometimes even retreat.