

Dear All

I read with interest the various government announcements e.g. consider the following:

1. England says if you are vaccinated, that's enough, don't need anything else. Scotland has announced easing of rules from march 21 st. There is no need to keep customer contact details, for tracing.
2. Dubai, vaccination certificate is enough
3. Delhi masks are not needed if you are alone driving in your car
4. America is considering suspending out mask rules
5. Most US Universities have physical classes now
6. Schools have re-opened in most countries.

And , there are many more such announcements. The world is getting back.

I think we are seeing normalcy return to flights, to business, to tourism, to schools, to most services. However, my learning note is about 'what is normalcy' and 'what's the new normal?'

1. The Economist calls the future 'predictable unpredictability'
2. We always seek some balance and sense of stability and Covid has not given that stability.
3. Health is possibly the most impacted area, we have seen distance medicine telemedicine, self- medicine all work in the last two years. This is the new normal now. The relationship between an individual and the health care eco system has changed in a big way. We have seen so many tests, certificates travel restrictions etc. I think some people will continue to have some periodic health checks as a result of the pandemic. That will be the new normal.
4. We have seen US - China trade tariffs change and we have seen friction due to the pandemic. Things will not go back to the old ways.
5. Education has changed big time, everything is not physical now, hybrid classes are a norm. Teachers have learnt how to teach virtually, students have learnt how to switch off the video and appear interested. Parents of school going children have done home tutoring for two years now.
6. Meetings are being questioned, if the travel time is a hassle, people want to do meetings virtually. Travelling to meet anyone today is a toss-up between the time to travel and the emotional pull of seeing that person or team. If the pull is strong, we do it, else a digital catch up is the substitute. Work is hybrid, teams are not co located anymore. The new normal will be hybrid work, distributed teams and virtual work. The next appraisal cycle and how its handled will be the new norm. Setting flexible objectives and driving agility in direction will be the new norm.
7. Time is spent on 'what matters to me' and not what matters to others.
8. We have got sensitive on people having a cold or sneezing or coughing and we hope we don't cough or sneeze in public.
9. Management of everything has become important. Everything has come a price to be home delivered.
10. Trade partners are no longer stocking up inventory like before, they have learnt that having thinner inventory is good. So, pipelines being thin will be the new normal.
11. Students haven't been exam tested like before, how will this impact the students and their progress in life? Only time will tell.
12. Responsibility will be fully personal as the restrictions and laws change. Will you wear a mask, will you carry a sanitizer? Will you regularly wash your hands. I think individuals, teams and work places will self-regulate on each of these as the overall rules disappear. The new normal will be determined by self-regulation.

Feedback welcome

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