

# INSIGHTS

Brand Strategy | Public Relations | Digital & Social Media

## Apps

### *ThinkUp*

Our mindset and thoughts have an enormous impact on self-esteem, health, prosperity, and happiness. Positive affirmations are a simple and proven way recommended by therapists, life coaches, and personal development experts to make our mind work for us.

<https://apple.co/2UGTGRI>

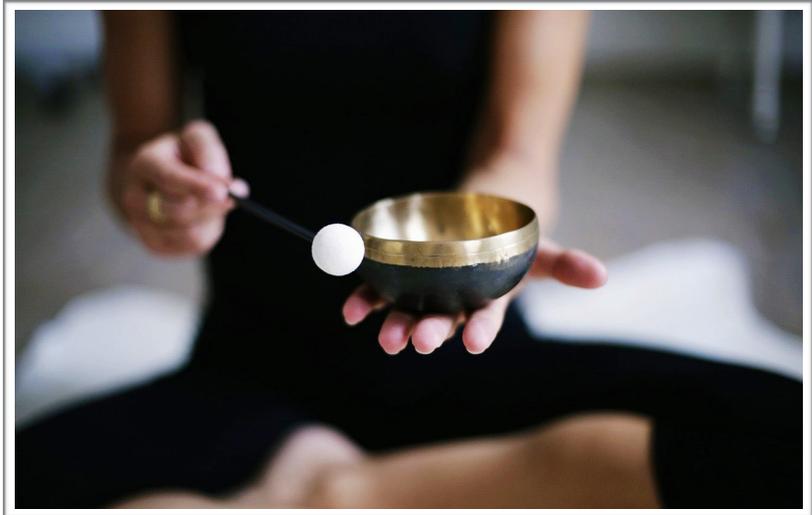
## Books

### *Focus*

by Daniel Goleman

The author of this book offers a look at today's scarcest resource and the secret to high performance and fulfillment: attention. Combining cutting-edge research with practical findings, it delves into the science of attention, the little-noticed and under-rated mental asset.

<https://amzn.to/2Rf4lkt>



## Rituals for Sense of Control

Just as there are new rituals in the lifestyles of consumers there are certain ritual types, which in many ways, have not changed since the antiquity. Rituals' effect on well being is well known. They have restorative power and can give us sense of control and continuity. Rituals can be discovered not invented. As Berinato wrote: "Sometimes the best rituals are the idiosyncratic ones that are personal to us."

<https://bit.ly/2x4ZKdx>

### *Mini article*

Here is a mini article on the psychology of remote work and the inner-workings of working from home.

<https://bit.ly/2JfYvy>

## Stakeholder Capitalism is Being Tested

How can we build a more stable and just world after the covid-19 crisis? How can one lead in extraordinary times? Here is a recent interview by Peter Tufano, Dean of the Saïd Business School at University of Oxford, with Paul Polman (Video starts at min 10), Vice-Chair of the U.N. Global Compact.

<https://bit.ly/2XIZKRt>

## Coronavirus Playbook

The author and neuromarketing expert Martin Lindstrom published a timely report called Coronavirus Playbook. Some of his pieces of advice in the report include the following: "Don't react to the panic itself. Rather, seek to understand and deal with the panic's root cause." ; "Look in the opposite direction" ; "Plan for your return."

<https://bit.ly/3aFOVgG>

## Reducing Info -Pollution

Today's is a media environment where those who don't keep their finger on the pulse are uninformed and those who do are misinformed. In a milieu that is factful, data rich but intelligence poor there is always a deeper need for knowledge that carries educational value, for content R&D that is focused on quality rather than quantity, for the ability to read the times and to interpret information right.

<https://bit.ly/2X7e681>

## Post-Corona Economy

The flood of information that comes from the low-consciousness mainstream media leads various audiences to being stuck in the immediate short-term zeitgeist and to forgetting that the current situation is a temporary one. At the point when the economic processes normalize again the post-corona economy will begin. This means the global economy will do both return to normal state of operating and initiate new ways of doing things. Those that are stuck in today's informational matrix will be outperformed by those that are investing in their teams, their leaders, their future today for the upcoming post-corona economy.

<https://bloom.bg/2xLV8t5>