



**READY FOR THE
NEW NORMAL?**

**New normal:
long-term
consequences
of coronavirus
pandemic and
other crises**

New normal: what is this and is does it work?

New normal isn't a new concept, but it became popular only recently. Usually it revolves around society accepting post-crisis situation as normal and not trying to fix it (or when they don't have the resources to)



“New normal” in history

“New normal” as a process isn’t something new. It followed humanity development all the time. People had two choices: to adapt to new environment or try to roll the changes back. And sometimes second option just wasn’t available, either because of sheer damage the crisis has done, or for the sake of progress

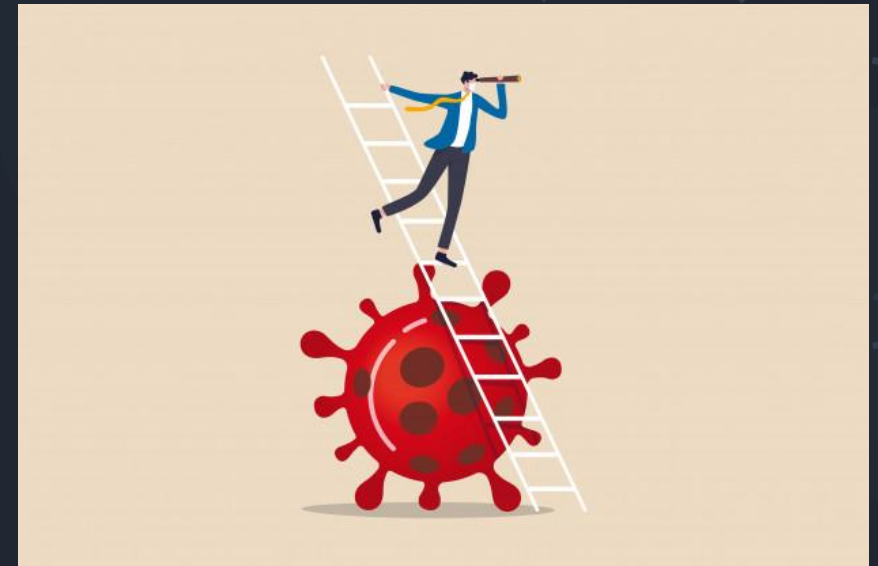


Concept of “new normal” in modern history

XXI century was already marked with a huge number of global crises which drastically changed the life of people. That's when the concept of new normal was brought back to life



New normal after coronavirus



Thanks for your
attention!
