The crisis timeline: how collective mindsets and cultures are shaped during the different phases of a crisis.

Old mindsets

The narratives, identities, values, emotions, biases and social norms that characterised us before a crisis.

The shaping of crisis mindsets

The narratives, identities, values, emotions, biases and social norms that have emerged or been reshaped during the crisis.

New mindset

A FEW DAYS

- Warning and Threat
- Impact
- Heroic
- Honeymoon

A FEW WEEKS

- Disillusionment

A FEW MONTHS

- Recovery

A FEW YEARS

- Transition

Emergency experience

Disorientation → Reorientation

Collective mindset negotiation