



Managing COVID-19 Fear and Stress

Part 1: The Neuroscience of Stress
Takeaways

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- Your Plans are more likely to succeed if you account for human behavior
- Understanding human behavior gives you – and your company – a strategic and tactical advantage
- If behavior is a function of the person & the environment, then you need to consider:
 - The person's skill set & capacity
 - the event itself (including the environment)
 - levels of stress in the operation
 - changes throughout the event timeline
- An understanding of the neuroscience teaches us that human cognition will be impaired in times of stress
 - Loss of executive cognitive functions (pre-frontal cortex)
 - Emphasis on survival behaviors
- **SOLUTION:** ensure that you make things cognitively easier for your staff (e.g. limit multi-tasking and other strains)