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**Media Release: John Hunt Publishing** and **Changemakers Books**

**Adapt and Plan for the New Abnormal of COVID-19**

**Neuroscience expert: “Our response to COVID-19 is fundamentally broken, and this book provides neuroscience-based strategies to help you adapt and plan wisely.”**

**May 11, 2020:** Our response to COVID-19 is fundamentally broken – and that doesn’t apply only to governments, but also to businesses, nonprofits, and individuals and their households. Where and why did we go wrong and how can we improve?

“Our brains are terrible at dealing effectively with large-scale disasters that take the form of slow-moving train-wrecks,” according to Dr. Gleb Tsipursky, an internationally-recognized thought leader known as the Disaster Avoidance Expert. “But we can learn to adapt and plan better,” he says. Tsipursky’s newly released book [*Resilience: Adapt and Plan for the New Abnormal of the COVID-19 Coronavirus Pandemic*](https://disasteravoidanceexperts.com/adapt) offers a step-by-step practical guide to help us do just that.

According to Tsipursky, “The COVID-19 pandemic has fundamentally disrupted our lives. We will never go back to the world of January 2020. To survive and thrive in this new abnormal, you have to make a radical departure from your previous course. You need to focus on adapting to and planning for a future shaped by the impact and repercussions of the pandemic. When historians look back to our time, they will rate the winners by how quickly they pivoted, and the losers by how long they dawdled.”

A neuroscientist and behavioral economist, Tsipursky predicted early in the pandemic the kind of disastrous responses that have been made, and prescribed ways that we can do better. His op-eds were published in prominent venues such as [*Business Insider*](https://www.businessinsider.com/disaster-expert-companies-should-face-coronavirus-with-pessimism-2020-3), [*Inc Magazine*](https://www.inc.com/entrepreneurs-organization/one-huge-mistake-leaders-make-in-preparing-for-coronavirus-pandemic.html), [*NonProfit PRO*](https://www.nonprofitpro.com/article/a-huge-mistake-nonprofits-make-in-preparing-for-covid-19/), and [*The Columbus Dispatch*](https://www.dispatch.com/opinion/20200311/column-one-huge-mistake-to-avoid-in-preparing-for-coronavirus-pandemic). As a result of such accurate predictions and specific guidance, Changemakers Books (an imprint of John Hunt Publishing) invited him to write a book on this topic, as part of the Resilience Series: a set of quickly-written, commercially-published books on showing resilience in the face of the pandemic.

*Adapt and Plan* starts by using cutting-edge research in cognitive neuroscience and behavioral economics on dangerous judgment errors (cognitive biases) to explain why we respond so poorly to slow-moving, high-impact, and long-term disruptions. Next, the book shares research-based strategies for how organizations and individuals can adapt effectively to the new abnormal of the COVID-19 pandemic and similar disasters. Finally, it shows how to develop an effective strategic plan and make the best major decisions in the context of the uncertainty and ambiguity brought about by COVID-19 and other slow-moving large-scale catastrophes. The book combines research-based strategies with real-life stories from the author’s business and nonprofit clients as they adapt to the pandemic.

Other books in the Resilience Series focus on: Aging with Courage; Connecting with Nature; Developing your Inner Strength: Handling Anxiety; The Inner Spiritual Journey; Navigating Loss; The Life-Saving Skill of Story; Virtual Teams; and Communicating at a Distance.

"Dr. Tsipursky has no crystal ball,says Tim Ward, publisher of the Resilience Series, “His expertise in recognizing those blind spots in our nature that lead us to make disastrous decisions, and showing us how to plan wisely instead, even during a pandemic…This book can literally save your life. That’s why for me this book is the cornerstone of the entire series.”

**Dr. Gleb Tsipursky** is an internationally-recognized thought leader known as the Disaster Avoidance Expert, and he’s on a mission to protect people from dangerous judgment errors known as cognitive biases by developing the most effective decision-making strategies. He wrote several best-selling books, including *Never Go With Your Gut: How Pioneering Leaders Make the Best Decisions and Avoid Business Disasters* (Career Press, 2019) and *The Blindspots Between Us: How to Overcome Unconscious Cognitive Bias and Build Better Relationships* (New Harbinger, 2020). His newest book is *Resilience: Adapt and Plan for the New Abnormal of the COVID-19 Coronavirus Pandemic* (Changemakers Books, 2020). His cutting-edge thought leadership was featured in over 550 articles and 450 interviews in *Time, Fast Company, CBS News, Inc. Magazine*, and *CNBC*. His expertise stems from over 20 years of consulting, coaching, speaking, and training experience as CEO of Disaster Avoidance Experts. Its hundreds of clients, mid-size and large companies and nonprofits, span North America, Europe, and Australia, and include Aflac, IBM, Honda, Wells Fargo, the World Wildlife Fund, and Xerox. It also comes from his strong research and teaching background in behavioral economics and cognitive neuroscience with over 15 years in academia, including 7 years as a professor at the Ohio State University. He published dozens of peer-reviewed articles in academic journals such as *Behavior and Social Issues* and *Journal of Social and Political Psychology*. He lives in Columbus, OH (Go Bucks!) and in his free time, he enjoys tennis, hiking, and playing with his two cats. Most importantly, he makes sure to spend abundant quality time with his wife to avoid disasters in his personal life.

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