



ONEMS
MINUTE SILENCE



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SNAP BACK? COVID'S LASTING IMPACTS

10 06 2020

WHAT DO OUR PANEL THINK WILL BE THE LASTING IMPACTS OF COVID?

SHIFT in business culture : more online communication, less face to face

Engagement with simple pleasures, not wanting as much 'STUFF'

Fresh RESPECT for our key workers

Appreciation for SLOW(ER) LIVING

Inspired by Mark Ritson's assertion that "The impacts of Covid 19 will subside and will not change things forever"

BUT, ACKNOWLEDGEMENT THAT GOOD INTENTIONS DON'T ALWAYS LAST ...

RESTLESSNESS

*“People are starting to get to the end of their tether and **will get back to their old ways**”*



LIFE GETS IN THE WAY

*“We make bold statements of intent, by **this time next year we wont be thanking the Tesco delivery driver**, we’ll be moaning about the **green bananas!**”*

NARNIA!

*“Forever is the stuff of fairytales, we **should talk about repercussions** and how we deal with those”*

AS WITNESSED BY THE OPENING OF McDONALD'S & IKEA

We are **desperate** for a slice of normal life

We'll go anywhere we are **'allowed'** to go

We have a **"If it's open, I'm going"** mentality

We are **not** that scared to go out!

We want life to **bounce back** as quickly as possible

If you were that worried about the virus, you wouldn't be queuing at IKEA for 4 hours

In your opinion, what does this suggest about the Post Covid 19 world?

WHAT DOES THIS TELL US?

1. **We will put up with friction** to access the things we have missed

2. **Desire to connect with other people** (human instinct) is as much of a draw as the products

3. **Time has taken on a new meaning:** prepared to queue because we have time to do it

4. **Age old FOMO** – if others are doing it, I should be doing it too



These lockdown stories are fuelled by a 8 week online hub with 12 participants. Research in lockdown that is both agile and insightful. All our lockdown outputs are on our website : www.one-ms.com



Annual Conference 2016
Finalist Finalist
Best Overall Contribution



AQR PROSPER RILEY-SMITH
QUALITATIVE EXCELLENCE AWARD 2015

FINALIST





ADRIAN, 39

A pensions advisor, living with his wife and 2 children



MAGGIE, 57

After taking early retirement, she volunteers and keeps bees (along with various 'crafty' hobbies)



RHIANNON, 32

A self-employed jewellery designer, living alone in Birmingham



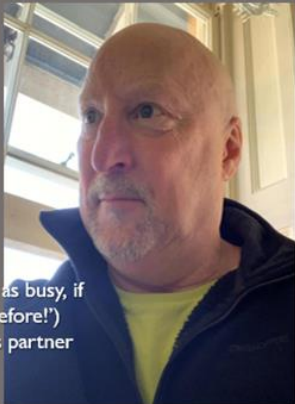
RACHEL, 39

Living alone, and working as a PA for a managing director



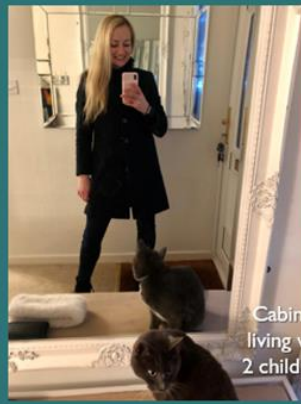
MATT, 40

A Projects Director in an engineering consultancy, with 2 small children, living in Birmingham



ANDY, 61

Retired (but 'just as busy, if not busier than before!') and living with his partner in Bristol



ANGELA, 39

Cabin crew for Virgin, living with her partner, 2 children and their cat



KAREN, 52

Works in the pastoral team in a school and has two children



JAMES, 37

A sales manager, used to travelling across the country, living with his partner and their young son



JARED, 37

A primary school PE teacher, living in Twickenham with his wife and 2 cats. Currently recovering from Coronavirus – a "gruelling and frightening experience"



STELLA, 33

A part-time finance manager, part-time housewife living with her husband, a toddler and a new-born in London



GREG, 54

A salesman, supplying and installing graphics and branding for Chelsea Flower Show. Lives alone in London

LIFE IN LOCKDOWN

An 8 week ongoing project with a small panel based across the UK

A mix of ages, lifestages and working status (including furlough)