

DARWINISM AND THE NEW HUMAN EVOLUTION

During this crisis I have been doing a lot of thinking, as have most people who have been practising social distancing to avoid spreading the virus. I normally consider myself to be both optimistic and realistic, which is why I would like to share some of my thoughts about this moment.

- **Disruptive environment vs opportunities:** Evolution is led by necessity. Some great achievements are being accomplished in terms of the use of technology to promote a better work environment in the future. A lot can be done remotely if you work out a good plan and define your goals. This is a key event that companies need to understand and adapt to once the crisis has passed if they want to attract and retain the new generations like millennials. It may also be a good way to reduce traffic jams in big cities by cutting down on travelling.

- **Change Management:** When implementing business projects, it is highly recommended that changes be managed by focusing on business purposes but also by being concerned about people's needs and behaviour. This is an essential matter and can help companies to drive their actions and define a plan to be followed both during and, more especially, after the crisis. Change Management is a practical approach and can be implemented to help companies plan, execute and control their actions during transformation projects; yet most companies are not harnessing its full potential.

- **Partnership and community:** Belonging to a community and being able to build and maintain fair partnership networks are essential if we are to mitigate and recover from the impacts of the crisis. Think of your employees, vendors and customers as a part of a community but mainly as a partnership essential to survival and evolution. Individuals are important but community is more important and powerful than individuals, and good leaders are a fundamental necessity.

- **Leadership Skills:** Empathy and reasonableness, good communication and transparency are key values for leaders at any time but this is especially true in a crisis situation because good leaders can have a huge impact on business. And this is why it is so important to invest in the development of leadership skills.

- **Social Responsibility:** We have to do our best to be sustainable and preserve our society. Of course this is an opportunity to rethink how to be more sustainable and socially responsible during this situation. One thing most of us have right now is time to think about our roles after this is behind us. How can I change and help society to improve? How does this change me? Is it possible to better?

There is no doubt that we will come through this crisis (although, sadly, not everyone will make it). And what comes next depends on us and how we are going to take steps to adapt and evolve. Hopefully, we will survive, learn, adapt and evolve to create a better future for all.

(Darwinism is a theory of biological evolution developed by the English naturalist Charles Darwin (1809–1882) and others, stating that all species of organisms arise and develop through the natural selection of small, inherited variations that increase the individual's ability to compete, survive, and reproduce.)