

## Lisa Anderson

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**From:** Brian Reider <Brian.Reider@bbklaw.com>  
**Sent:** Friday, March 13, 2020 4:59 PM  
**Subject:** TYWBI: Coronavirus (What Else?)

In 2007, Nassim Nicholas Taleb wrote *The Black Swan*, in which he created the term to describe an event that comes as a surprise, has a major effect, and is often inappropriately rationalized after the fact with the benefit of hindsight. Well, folks, this is one of them for sure. Absolutely none of us has, in our lifetime, seen anything like this.

In my world of law, the way of dealing with an unexpected major event follows this path: Pause, Assess, Prioritize, Plan and Act. I want to encourage all of you to think about this approach as you face this crisis in your own way.

First, pause to gather accurate information. One reason this seems so surreal is that we are inundated by so much social media “information” that we don’t know what to think. Step away from your phone and computer as much as you can and look at the reality around you. This is a very serious disease, but it is likely that unless you are in a risk category by way of age or medical condition, all indications are that it will be fine as the virus makes its way through the population in the next two months.

Then, assess what it means to you and those you are responsible for. What will be your needs and theirs be over this next several weeks (pretty sure it is not toilet paper). Prioritize those needs – make sure that you do what is reasonably necessary to protect your loved ones, your employees and yourself.

Take those priorities and put them into a plan – it might be “we are going to shut down all operations for two weeks”, or it might be “we will remain operating but take specific health precautions to protect everyone.” Clearly communicate that plan to those who need to know so they know what to do. Then act to implement it as quickly as you can.

There are many resources out there to help with this, including the CDC’s website at <https://www.cdc.gov/coronavirus/2019-ncov/community/index.html> and the California Department of Health’s site at <https://www.cdph.ca.gov/Programs/CID/DCDC/Pages/Immunization/nCOV2019.aspx>.

I wish all of you continued good health!

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