



## **The New Normal**

Does anybody really know what normal is these days? I mean think about it...our world has changed drastically over the past three years. I have zero idea of what normal feels or looks like, but I am remarkably familiar with this "new normal." The definition of a "new normal" is a condition to which an economy, civilization, etc. settles following a crisis, when this differs from the situation that prevailed prior to the start of the predicament. Examples include the Depression, post-World War II, 9/11, Covid 19, and now post Hurricane Ian. The carnage and overall toll Hurricane Ian did to the state of Florida is quite frankly hard to fathom. It will take years to fully recover for many parts of Southwest Florida. Kimal Lumber was not exempt to the destruction Ian caused, as we had multiple facilities and employees affected by this storm. We at Kimal Lumber sympathize with anyone who has been severely affected by this storm, and our thoughts and prayers are with everyone as we begin a long path to recovery.

Since 2020, our business environment has transformed drastically throwing any sense of what used to be normal out the window. It is important to understand that this "new normal" is both uncertain, but most importantly, **temporary**. I do not mean temporary for a certain amount of time, and then we get back to what we used to know as normal. It pains me to say this, but the "new normal" is constantly changing, and it is important to be able to adapt and adjust accordingly. The adjustment process looks differently for most people/businesses, and it is not very well-defined. Being patient and flexible are critically important to adapting to any sort of change. The problem is that most people dislike change. The fear that they will not be able to adapt to new processes is very real. It is important to understand that it is okay **not** to feel okay. It is also okay (and encouraged) to seek help and support.

To thrive in this ever-changing world, businesses need to be able to adapt and stay well informed. Adapting to our employee's needs...Treating them with respect and empathy during the "new normal" will help leaders find and keep the best talent for the long term. Adaptability in the workplace has never been more critical. Staying up-to-date and educated can help manage future "what if" scenarios, and successfully manage through impending challenging times.

We must realize that getting back to what we used to know as "normal" is not realistic and or healthy. The timeframe we currently work in is here to stay, and it is ever changing. Accepting this, and making the proper mental and physical adjustments, will only help us in the future.

I do not think anything could have prepared us for these last three years, but I certainly believe these last three years have prepared us for the next three.

Respectfully,

Clark Willis – Regional Sales Manager, Kimal Lumber