

THE PROGRESS INSTINCT

Activating the human instinct to move things forward in times of crisis



Sylvain Labs is a strategy and design consultancy.

We help companies seize the reality and potential of their business, products and brands. And we do that through science and whimsy. Founded in 2010, wholly independent, and a Certified B Corporation.



CLIENTS

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DIAGEO



TIME

AMERICAN EXPRESS

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patagonia



ESTÉE LAUDER

BlackRock.



Bloomberg

Calvin Klein

CHANEL



FACEBOOK



ESPN

SONOS

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Hilton

VIACOM



~~WHAT WILL BE THE NEW NORMAL?~~



HOW WILL WE CREATE THE NEW NORMAL?



CDC says Americans should prepare for coronavirus spreading in the United States. How?

BY AUDREY MCNAMARA

FEBRUARY 27, 2020 / 11:35 AM / CBS NEWS



Is the U.S. ready for a coronavirus outbreak?...

03:33

SYLVAIN LABS

PROGRESS INSTINCT

DEVELOPING THIS MORNING



"All the News
That's Fit to Print"

The New York Times

Late Edition

Today, morning clouds giving way to sunshine by the afternoon, high 65. Tonight, cloudy, low 54. Tomorrow, clouds giving way to sunshine, high 70. Weather map is on Page 23.

VOL. CLXIX ... No. 58,703

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NEW YORK, SUNDAY, MAY 24, 2020

\$6.00

U.S. DEATHS NEAR 100,000, AN INCALCULABLE LOSS

They Were Not Simply Names on a List. They Were Us.

Numbers alone cannot possibly measure the impact of the coronavirus on America, whether it is the number of patients treated, jobs interrupted or lives cut short. As the country nears a grim milestone of 100,000 deaths attributed to the virus, The New York Times scoured obituaries and death notices of the victims. The 1,000 people here reflect just 1 percent of the toll. None were mere numbers.

Patricia Dowd, 57, San Jose, Calif., auditor in Silicon Valley • **Marion Krueger**, 85, Kirkland, Wash., great-grandmother with an easy laugh • **Jermaine Ferro**, 77, Lee County, Fla., wife with little time to enjoy a new marriage • **Cornelius Lawyer**, 84, Bellevue, Wash., sharecropper's son • **Loretta Mendoza Dionisio**, 68, Los Angeles, cancer survivor born in the Philippines • **Patricia Frieson**, 61, Chicago, former nurse • **Luis Juarez**, 54, Romeoville, Ill., traveled often in the United States and Mexico • **Merle C. Dry**, 55, Tulsa, Okla., ordained minister • **Alan Lund**, 81, Washington, conductor with "the most amazing ear" • **Black N. Mild**, 44, New Orleans, bounce D.J. and radio personality • **Michael**

real joker • **Michael Sorkin**, 71, New York City, champion of social justice through architecture • **George Valentine**, 66, Washington, D.C., lawyer who mentored others • **James Quigley**, 77, Chicago, rebel of the family • **Sherman Pittman**, 61, Chicago, dedicated his life to his church and his neighborhood • **Susan McPherson Gottsegen**, 74, Palm Beach, Fla., loyal and generous friend to many • **Andreas Koutsoudakis**, 59, New York City, trailblazer for TriBeCa • **Bob Barnum**, 64, St. Petersburg, Fla., leader in Florida Pride events • **Noel Sinkiat**, 64, Olney, Md., nurse planning for retirement • **Thomas E. Anglin**, 85, Cumming, Ga., created many wonderful memories for his family • **Robert Manley Argo Jr.**, 75, South Bay, Calif., member of Del Amo Flyers • **Michael McKinnell**, 84, Beverly, Mass., architect of Boston's monumental City Hall • **Huguette Dorsey**, 94, Somerville, N.J., coached several championship-winning junior high girls basketball teams • **Lynne Sierra**, 68, Roselle, Ill., grandmother who was always full of ideas • **Louvenia Henderson**, 44, Tonawanda, N.Y., proud single mother of three • **Carol Sue Rubin**, 69, West Bloomfield, Mich., loved travel, mahjong and crossword puzzles • **Marion Lucille Kujda**, 92, Royal Oak, Mich., would use chalk and oil paints to capture family portraits • **Alice Chavdarian**, 92, Michigan, loving, generous and adventurous spirit • **Bassey Offiong**, 25, Michigan, saw friends at their worst but brought out their best • **Bobby Joseph Hebert**, 81, Cut Off, La., a 33-year career with the Louisiana Department of Transportation

jazz trumpet virtuoso • **Cristina**, 64, New York City, downtown New York singer with a cult following • **Robert H. Westphal**, 75, Fond du Lac, Wis., statesman in the construction industry • **Clair Dunlap**, 89, Washington, pilot still teaching people to fly at 88 • **Marylou Armer**, 43, Sonoma Valley, Calif., veteran police detective • **Regina D. Cullen**, 81, Shrewsbury, Mass., small in stature but strong in spirit • **Sandra Santos-Vizcaino**, 54, New York City, beloved public school teacher • **Frank Gabrin**, 60, New York City, emergency room doctor who died in husband's arms • **Sterling E. Matthews**, 60, Midlothian, Va., cancer survivor who served as a deacon • **Alby Kass**, 89, California, lead singer of a Yiddish folk group • **Roger Eckart**, 78, Indiana, retired firefighter and old-school barber • **Martin Douglas**, 71, New York City, maestro of a steel-pan band • **Daniel Spector**, 68, Memphis, mentor to other Memphis artists • **Mary Minervini**, 91, Oak Lawn, Ill., sign-language interpreter • **Salomon S. Podgursky**, 84, Morristown, N.J., loved to figure out how things worked • **Dale E. Thurman**, 65, Lexington, Ky., tailor known for his exacting work and strong opinions • **Ellis Marsalis**, 85, New Orleans, jazz pianist and patriarch of a family of musicians • **Richard Passman**, 94, Silver Spring, Md., rocket engineer in the early days of supersonic flight • **David Driskell**, 88, Hyattsville, Md., champion of African-American art • **Bucky Pizzarelli**, 94, Saddle River, N.J., master of jazz guitar • **Tarlach MacNiallais**, 57, New York City, Belfast-born fighter for L.P.G.T. and disabled

Bailargeon, 72, Dennisport, Mass., true outdoorsman • **Viraf Darukhanawala**, 77, Hoffman Estates, Ill., worker at O'Hare International Airport • **Chester Dwulet**, 68, Burlington, Mass., proud Union Ironworker of Local 7 for 45 years • **John Timothy Barr**, 76, Rochester Hills, Mich., trustee for the Retired Detroit Police and Firefighters Association • **Julie Butler**, 62, New York City, veterinarian who served Harlem • **Lila A. Fenwick**, 87, New York City, first black woman to graduate from Harvard Law School • **Vincent Lioni**, 60, New York City, Met Opera violist and youth orchestra conductor • **Ann Youngerman Smoler**, 87, New York City, had a passion for social justice • **Thomas Waters**, 56, New York City, armed the affordable housing movement with data and analysis • **Luke Workoff**, 33, Huntington, N.Y., his relentless passion was for his family and friends • **José Diaz-Ayala**, 38, Palm Beach, Fla., served with the Palm Beach County Sheriff's Office for 14 years • **Antonio Nieves**, 73, Chicago, always seemed to be busy with some home project • **Jeanne Hammond Byrnes**, 97, Danbury, Conn., received numerous awards for her accounting skills • **Alice Coopersmith Furst**, 87, Kentfield, Calif., in the first class of girls admitted to the Bronx High School of Science • **Bobby Lee Barber**, 84, Buckley, Wash., Seahawks season-ticket holder • **Thomas A. Adamovich**, 78, Sheboygan, Wis., especially proud of his Lithuanian heritage • **Kyra Swartz**, 33, New York, volunteered for pet rescue organizations • **Rhoda Hatph**, 73, Chicago, first in her

spirit • **Jack Butler**, 78, Indiana, lived in the house he grew up in • **Susan Grey Hopp Crofoot**, 97, Westwood, N.J., took great joy in writing little ditties under her pen name, Penelope Pen-wiper • **James David Gewirtzman**, 72, New City, N.Y., spent some of his happiest hours hiking in the Adirondacks • **Henry F. Graff**, 98, Greenwich, Conn., Columbia University historian of U.S. presidents • **Mari Jo Davitto**, 82, Thornton, Ill., people were her hobby • **Yaakov Perlow**, 89, New York City, leader of the Novominsker Hasidic dynasty • **Joseph F. Kelly**, 81, New York City, did two tours through the Panama Canal to Antarctica • **John Prine**, 73, Nashville, country-folk singer who was a favorite of Bob Dylan • **Perry Buchalter**, 63, Florida, quiet hero • **Monica Maley**, 74, Rehoboth Beach, Del., loved animals, had dogs and cats, and rode horses • **Thomas Tarbell Russell**, 83, Longmeadow, Mass., mentored by the computer science pioneer Grace Hopper • **Ruth Skapinok**, 85, Roseville, Calif., backyard birds were known to eat from her hand • **Farylyn Havir**, 92, Minnesota, her favorite time was meeting new people • **Torin Jamal Howard**, 26, Waterbury, Conn., gentle giant, athlete and musician • **James O'Brien Johnson**, 74, Joplin, Mo., pastor of Mt. Sinai Church of God in Christ • **Joseph W. Hammond**, 64, Chicago, stopped working to look after his aging parents • **Morris Loeb**, 90, Northbrook, Ill., endlessly curious, never really finished • **Dante Dennis Flagello**, 62, Rome, Ga., his greatest accomplishment was his relationship with his wife • **Tommy**

II, 69, Fremont, Ohio, known throughout Ohio for his knowledge of local history • **Harley E. Acker**, 79, Troupsburg, N.Y., discovered his true calling when he started driving a school bus • **Arrola Rawls**, 81, Chicago, caretaker of her neighborhood • **Roger Liddell**, 65, Flint, Mich., brought smiles to everyone he interacted with • **Luther Coleman**, 108, Evergreen Park, Ill., man who seemed to know everything • **Denise Camille Buzcek**, 72, Bristol, Conn., loved writing birthday and holiday cards, poems and lists • **Charles Constantino**, 86, Menlo Park, N.J., worked 40 years for The New York Times • **Ben Doherty**, 83, Boston, stockbroker who founded Doherty Financial Services • **John Horton Conway**, 82, New Brunswick, N.J., mathematician known as the "magical genius" • **Stanley Chera**, 77, New York City, developer and friend of the president • **Roby Browne**, 72, New York City, Realtor and philanthropist who socialized with celebrities • **Wynn Handman**, 97, New York City, acting teacher and a founder of the American Place Theater • **Adam Kovacs**, 72, New York City, cartoonist and an expert on musicals • **Peter Brown**, 53, New Jersey, manager of the S.W. Brown & Son Funeral Home • **Irene Gastor**, 94, Pennsylvania, great-grandmother with a flair for pizzelles • **Stanley L. Morse**, 88, Stark County, Ohio, trombonist who once turned down an offer to join Duke Ellington's orchestra • **Margaret Laughlin**, 91, Massachusetts, had a mystic's direct sense of wonder and oneness • **Cynthia Whiting**, 66, La Plata, Md., re-

U.S. Jobless Claims Pass 40 Million: Live Business Updates

RIGHT NOW U.S. stocks pushed higher, a third day of gains that has brought the S&P 500 to its highest level in nearly three months.

Roughly 1 in 4 American workers have filed for unemployment since March.

More than 40 million people — the equivalent of one out of every four American workers — have filed for unemployment benefits since the coronavirus pandemic began to upend life across the

Tuesday 17 March 2020 telegraph.co.uk Republic of Ireland €2.70 No. 51,207 £2.50 | Subscriber price just £2.00

The Daily Telegraph

BREITAIN'S BEST QUALITY NEWSPAPER

Life put on hold

◆ Whole households with symptoms of virus must stay indoors for two weeks

◆ Avoid pubs, theatres, large gatherings and work from home if possible

◆ Third of population warned to stay clear of social contact from this weekend



Ahmaud Arbery: anger mounts over killing of black jogger caught on video

Ahmaud Arbery, 25, was on his regular run through Brunswick, Georgia, when he encountered an armed white father and son

Warning: graphic video



Breonna Taylor Was Shot and Killed by Police in Her Own Home

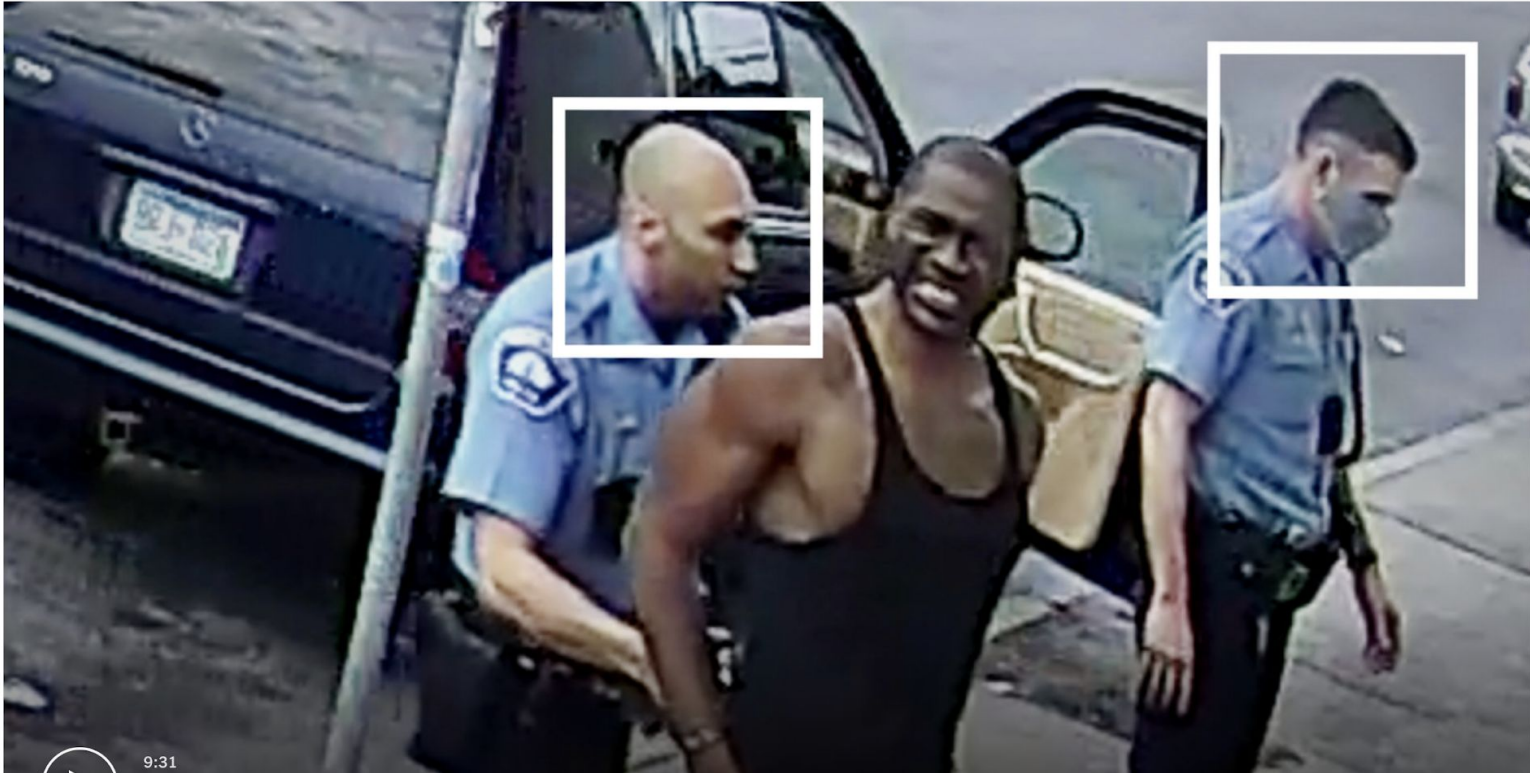
By Bridget Read [@bridgetgillard](#)



In March, Breonna Taylor was shot to death by police in her own home. In what's been described as a “botched raid,” officers barged into her apartment in Louisville, Kentucky, as she lay sleeping and fired multiple rounds. Three months after she was senselessly killed, Taylor is being mourned across the country, along with Minneapolis resident George Floyd, who died in police custody after an officer knelt on his neck for nearly nine minutes; 25-year-old Ahmaud Arbery, who was chased down and killed by two white men in a pickup truck while out jogging on a Sunday afternoon; and countless other black

8 Minutes and 46 Seconds: How George Floyd Was Killed in Police Custody

The Times has reconstructed the death of George Floyd on May 25. Security footage, witness videos and official documents show how a series of actions by officers turned fatal.



‘Pandemic Within a Pandemic’: Coronavirus and Police Brutality Roil Black Communities

The current civil unrest is deeply connected to the racial disparities exposed by the coronavirus crisis. “I’m just as likely to die from a cop as I am from Covid,” one organizer said.





**BLACK
LIVES ALWAYS
MATTER**

BLACK LIVES

#CAN'T BREATHE

WTA
Cuba



WHAT DO WE DO?






Viktor, brother Walter & sister Stella








*Life is never made unbearable by
circumstances, but only by lack of
meaning and purpose.*

VIKTOR FRANKL

MAN'S
SEARCH
FOR
MEANING
VIKTOR E.
FRANKL

WITH A NEW FOREWORD BY
HAROLD S. KUSHNER



MORE THAN
12 MILLION COPIES
IN PRINT
WORLDWIDE



insure
Reason → plans

now

plans

**FREE
SOUP COFFEE & DOUGHNUTS
FOR THE UNEMPLOYED**

**FREE SOUP
&**

**HORAN
BAILIFF**

PARKING 25





OXYDOL Washes WHITE WITHOUT BLEACH

Its New "Hustle-Bubble" Suds are Rich
Washing Power! Even Biggest Washes Come
White and Clean with Sudsing Action



A SENSATION! NEW WHITE OXYDOL

*washes clothes whiter
than ever before!*



*A WHITER, WHITER
SOAP FOR A
WHITER, WHITER WASH*

Whitest, brightest Oxydol washes ever—
Even when dried inside!

HERE! White OXYDOL washes clothes whiter than ever before!



*A WHITER, WHITER SOAP
FOR A WHITER, WHITER WASH*

Whitest, brightest
Ex



RADIO'S GOLDEN YEARS.
by FRANK BRESEE & BOBB LYNES

MA PERKINS

MA PERKINS WAS RADIO'S DEFINITIVE SOAP OPERA
 THIS DAYTIME SERIAL DRAMA
 WAS SET IN THE MYTHICAL
 TOWN OF RUSHVILLE CENTER
 NEAR CHICAGO. MA OPERATED
 THE TOWN'S LUMBER YARD.

MA PERKINS WAS PLAYED BY
 21-YEAR-OLD (WHEN SHE BEGAN
 THE SHOW) VIRGINIA PHINE.
 SHE WAS MA FOR THE ENTIRE
 27-YEAR RUN (DIES BROADCASTER)

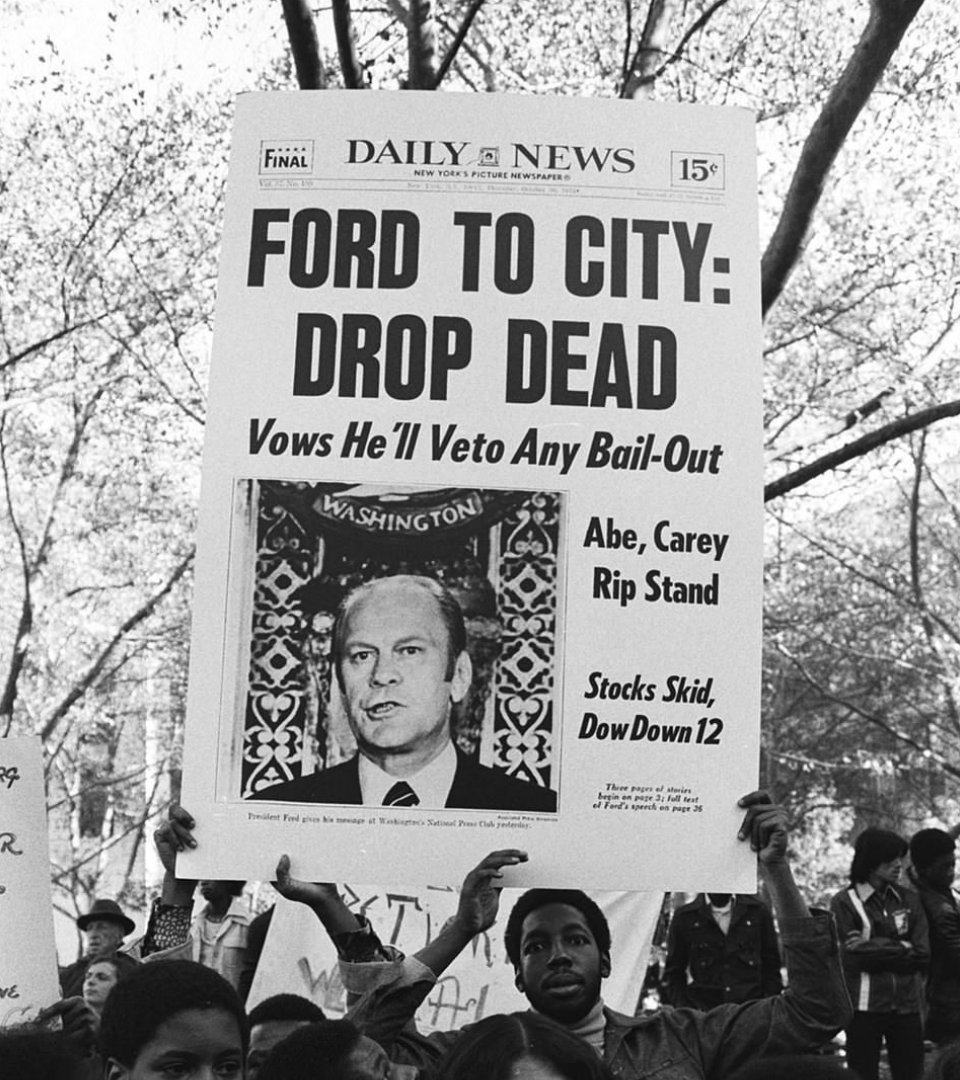
MA PERKINS BEGAN
 ON NBC, AND FOR A
 TIME WAS HEARD
 ONLY ON BOTH
 NBC AND CBS.....

MARVIN MILLER
 WAS THE ANNOUNCER
 FOR MUCH OF THE
 TIME THE PROGRAM
 ORIGINATED FROM
 CHICAGO.....

THE SPONSOR FOR MANY
 YEARS WAS OXYDOL SOAP.
 IT WAS SO CLOSELY
 ASSOCIATED THAT THE
 PROGRAM WAS KNOWN
 AS 'OXYDOL'S OWN
 MA PERKINS.'.....







FINAL
10¢

DAILY NEWS
NEW YORK'S PICTURE NEWSPAPER

15¢

FORD TO CITY: DROP DEAD

Vows He'll Veto Any Bail-Out



**Abe, Carey
Rip Stand**

**Stocks Skid,
Dow Down 12**

President Ford gives his message at Washington's National Press Club yesterday.

Three pages of stories begin on page 3; full text of Ford's speech on page 26





> \$250,000,000,000



~~PASSIVELY WAIT FOR CHANGE~~
~~PASSIVELY WAIT FOR CHANGE~~

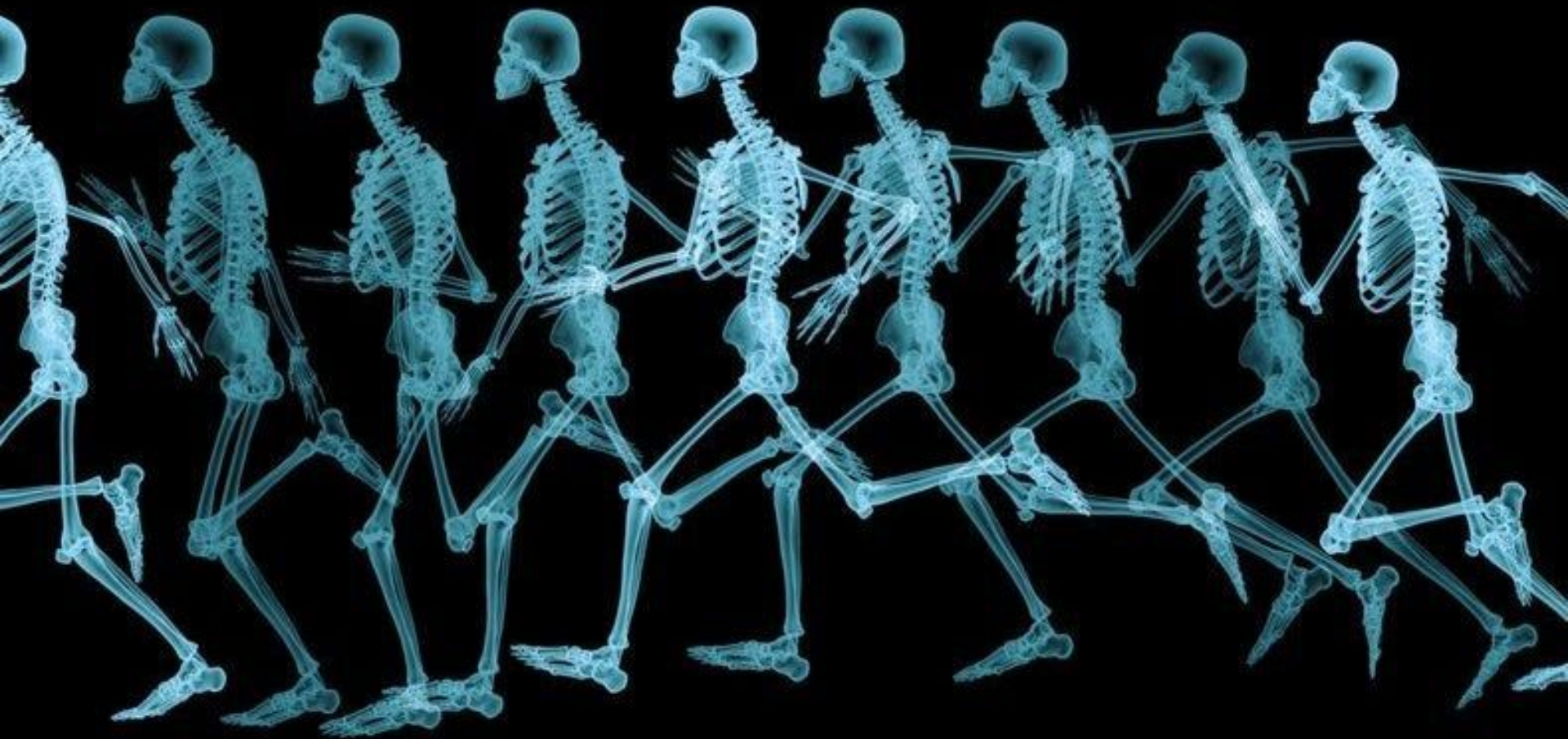


PROACTIVELY PUSH FOR PROGRESS



A dramatic scene of a large fire with a skull in the foreground. The fire is intense, with bright orange and yellow flames rising from a dark, charred base. In the foreground, a large, dark skull is visible, partially obscured by the fire's glow. The background is dark, suggesting a night scene or a dark environment. The overall atmosphere is one of danger and survival.

THE SURVIVAL INSTINCT
FIGHT OR FLIGHT



“Stress throws your brain into primitive survival mode; it’s hardwired to react that way. In response, your brain hijacks blood from your more rational, creative regions to fuel the physiology of ‘fight or flight.’”

CYNTHIA ACKRILL, MD
PHYSICIAN AND STRESS EXPERT





THE PROGRESS INSTINCT:
OUR HUMAN DRIVE TO MOVE FORWARD IN THE FACE OF THREAT

A black and white portrait of Frederick Douglass, an older man with a full white beard and long white hair, wearing a dark suit and a white shirt with a dark tie. He is looking slightly to the left of the camera with a serious expression. The background is a textured, mottled grey.

*If there is no struggle,
there is no progress.*

FREDERICK DOUGLASS
ORATOR, STATESMAN, ABOLITIONIST









“We study history not to know the future but to widen our horizons, to understand that our present situation is neither natural nor inevitable, and that we consequently have many more possibilities before us than we imagine.”

YUVAL NOAH HARARI,
AUTHOR OF *SAPIENS: A BRIEF HISTORY OF HUMANKIND*



ODDS THAT COMPANIES WILL SIGNIFICANTLY OUTGROW THEIR RIVALS AFTER A RECESSION

37%

Progressive Focus

Companies that deploy the optimal combination of defense and offense

29%

Pragmatic Focus

Companies that combine defensive and offensive moves

26%

Promotion Focus

Companies that invest more in offensive moves

21%

Prevention Focus

Companies that only make defensive moves



“Stocks sunk. Companies folded. Fortunes were lost, and the American economy started to slip down a slow mudslide that would end up in full-on recession.”

*Time Magazine,
What Did We Learn From the Dotcom Stock Bubble of 2000?*





11%

Workforce cut



12%

*R&D expenditure
reduced*



23%

*Capital expenditure
reduced*



13%

*Increase in R&D
expenditure in 2001*





iPhone 11 Pro

**Pro cameras. Pro display.
Pro performance.**



HOW WILL YOU PROGRESS IN TODAY'S CRISIS?





Hopital de St Joseph
St Innocent

Bourg St Eloy

Honore

St Germain de L'Auxerrois

Hospiol de St Gervais

Plate de Grevo

Tour de Bill.

Seine R.

Seine R.

Terres de Laas

Petit Chatelet

Ville ou Bourg de St Germain

Bourg de St Victor

MACRO-SHIFTS

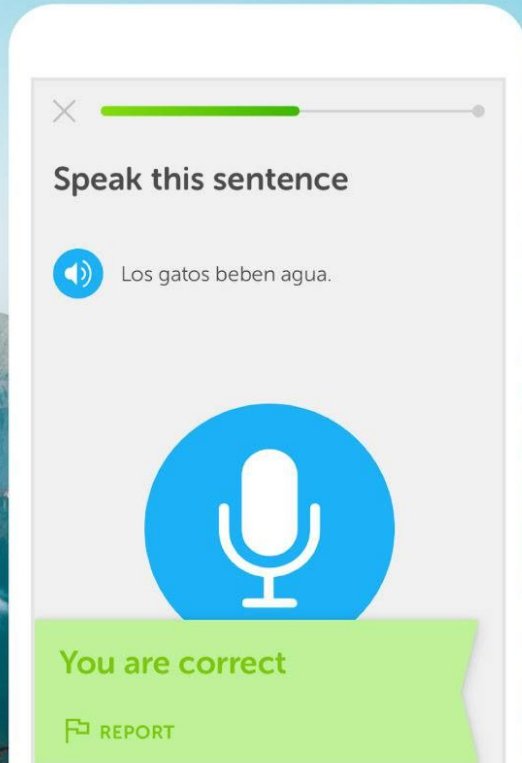




Shift 1

REPRIORITIZED ENERGY

Practice listening and speaking



**FOR THOSE IN THIS PAIN.
FOR THOSE IN THIS FIGHT.**

**WE STAND WITH THE BLACK
COMMUNITY AGAINST RACIAL
HATE AND INJUSTICE.**

**IN MEMORY OF GEORGE FLOYD
& IN UNITY ALWAYS.**

**FROM THIS DAY FORWARD,
&PIZZA WILL BE GIVING ITS
EMPLOYEES PAID TIME OFF
FOR ACTIVISM.**



**FREE
FOOD**

Shift 2

COLLECTIVE CARE







Shift 3

MAINSTREAM ACTIVISM

Maasai Godwin
 This link will take you to a pre-written email template you can then send to officials. Just plug in you name, city, and state 🖐️🖐️🖐️
tinyurl.com/emailforfloyd//

109 Posts 2,444 Followers 697 Following

Edit Profile

New Signatures Vote!!



TikTok Teens and K-Pop Stans Say They Sank Trump Rally

Did a successful prank inflate attendance expectations for President Trump's rally in Tulsa, Okla.?

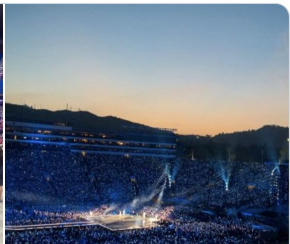
By Taylor Lorenz, Kellen Browning and Sheera Frenkel

Published June 21, 2020
 Updated June 22, 2020, 9:53 a.m. ET



7. BLACKLIVESMATTER
 @bangtanpenguins

Trump rally vs BTS stadium tour at the Rose Bowl 🙄
 thank you kpop stans and tiktok users





Shift 4

TRANSPARENCY REIGNS



warbyparker • Following ...



warbyparker To our black community members, employees, customers, colleagues, and friends: We see you, stand with you, and are pledging \$1 million to organizations and initiatives focused on combating systemic racism.



sydneetigert Please list which organizations you're donating to specifically?



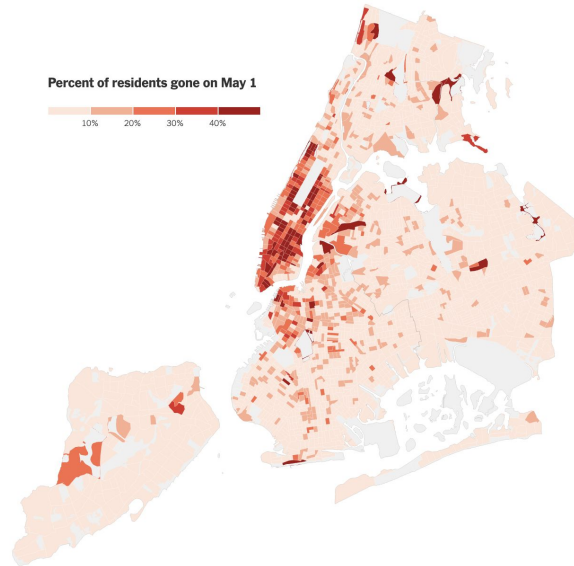
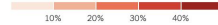
sorayathemoon Announce the organization you'll be supporting! We deserve to know where the money is going.

The New York Times

The Richest Neighborhoods Emptied Out Most as Coronavirus Hit New York City

By Kevin Quealy May 15, 2020

Percent of residents gone on May 1



- the -

BACKPACK

making of



- FABRICS -



- LEATHER -



- TRIMMINGS -



- WATERPROOF LINING -



- SEWING -



- TRANSPORT -

the markups



TRUE COST



EVERLANE



TRADITIONAL RETAIL

* All costs are estimates based off of our own experience.

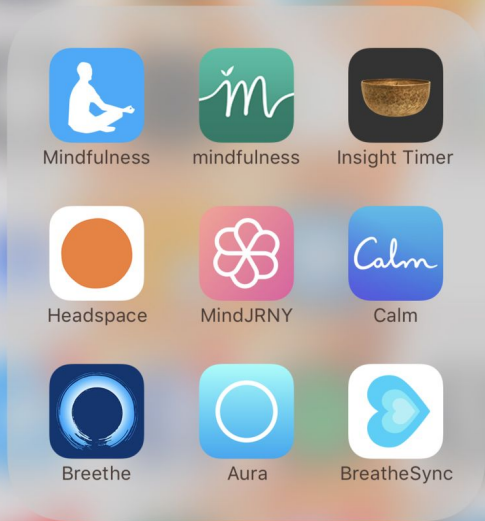
A black and white photograph of a person sitting at a desk, writing in a notebook. The person is wearing a dark t-shirt and is looking down at the notebook. The background is dark and out of focus. The text "Shift 5" is overlaid in the center of the image in a white, serif font.

Shift 5

MINDFUL CHECKUPS

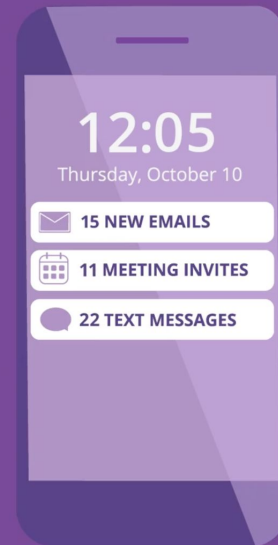
Mindfulness

BLOOM
& WILD



<p>Send someone a <i>hand written</i> card</p>	<p>Remind someone you love them </p>
<p>Ask a neighbour if they need any help</p>	<p>Send a text to someone you haven't in a while</p>
<p>Send a <i>funny meme</i> to the group chat</p>	<p>Video call a loved one today</p>

aetna



Check in with yourself.

Do it today
and every day.

01

**REPRIORITIZED
ENERGY**

02

**COLLECTIVE
CARE**

03

**MAINSTREAM
ACTIVISM**

04

**TRANSPARENCY
REIGNS**

05

**MINDFUL
CHECKUPS**

IRL *Alain Sylvain*

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