There is no right or wrong way to respond to grief. There are no rules on confronting challenges or adversity. We do know that helping can help.

1 / SHERYL SANDBERG

Grief, loss and option B

In the early days after the loss of her husband, Sheryl Sandberg shared a raw and intimate post on Facebook.

She described the choice that arises after loss: “You can give in to the void, the emptiness that fills your heart, your lungs, constricts your ability to breathe or even think. Or you can try to find meaning.”

In a bid to help others, Sandberg shared hard-earned lessons in resilience. “I couldn’t undo the tragedy of Dave’s death,” she later said, “but, maybe, just maybe, there could be some meaning from it, that some good could come from it.”

There’s no way to quantify all the good, but millions were touched and moved to share Sandberg’s post, which inspired a bestselling book and an organization called Option B to help people build resilience in the face of adversity.
Sheryl Sandberg has spoken movingly about the way routine questions can seem bewildering in the wake of crisis. She has one way you can acknowledge when someone you know is struggling. Instead of asking, “How are you?” – how on earth do you think?!? – try saying, “How are you today?” Sandberg says it’s a shorthand for “I know you are suffering.” Acknowledgement – of pain and loss and grief – is key to empathy.