

## **RUNNING WITH THE BULLS**

The probable next crisis and the crisis after next

By  
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With the bourse out performing and business ebullient, why should anyone be worried? The fact of the matter is that the bubble can burst at any time. Unlike the Master of the *Titanic* who when interviewed by the *New York Times* in 1907 said that he had never seen a wreck nor had ever been in any predicament that threatened to end in disaster of any sort, these days the headline is prepare for crises as it is part of business.

So what should businesses in Indonesia prepare for next? Will global warming continue to manifest itself in floods and violent storms? Will the environment continue to be second fiddle in the all consuming quest for energy? Will the Internet allow terrorists unparallel advantage as they butt up against the spread of capitalism throughout the world?

There is no doubt that white collar crime and shareholder activism will continue to daunt many companies as will the impacts of climate change, alternative fuel sources and carbon trading. Management buy outs and the rise of private companies is a phenomena which is perhaps confined to countries with cashed up superannuation funds. It is almost certain that as software and online networking continues to morph, business will become highly interactive with new versions of products and services of all kinds and attendant challenges from eCrisis be they caused by blogs and Botnet attacks or blast email.

Whether it is corporate governance issues, commercial exposures or other operational risks, leadership is the best thing that you can do for Crisis Management. This approach is looking for the next jungle, not just sharpening the machete or checking the compass in the current one. Crisis Management is just looking at the hole in the fence. Crisis Leadership is seeing the open paddock beyond.

*Truscott* Crisis Leaders has been working with the top companies in Indonesia since 2001 to identify, share and apply best practices in preparing for issues and events that cause business interruptions.

Over the last seven years we have enabled some of the best companies to implement crisis strategies in the boardroom and deliver effective leadership under pressure including Freeport, Bumi Resources, KPC, Chevron, ExxonMobil, Shell, BP, Holcim, Star Energy, Pertamina, Petrosea, Santos, Kimberley-Clark, Surtech and Straits Asia Resources.

Our Crisis Practitioners and Continuity Planners come from professional response agency backgrounds. All have a solid grounding in planning, communicating and implementing plans and strategy under difficult circumstances. This operations experience coupled with commercial acumen gives our team leverage in risk and crisis work.

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