



# **RIDING THE TIGER**

## **THE ART OF BUSINESS CRISIS LEADERSHIP**

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## About the Guide

This guide is directed at the home of the crisis: organisations, businesses, companies, corporations and conglomerates for which crises are inevitable.

It is primarily aimed at executives, Directors and Officers of organizations, who focus on Corporate Affairs, Corporate Governance and compliance issues.

It also has application for readers interested in the management of failure.

This guide is unique as it contains strategies and concepts not found in existing literature, but in use by Crisis Teams around Asia and Australia now.

It is written by a practitioner who has credibility across the private and public sectors, particularly amongst the top publicly listed companies in Australia, and multinational companies throughout Asia.

It is the fruit of the mind of an inspirational and vastly experienced ex-Special Air Service Officer, reflecting the approach of a Special Operative trapped in the body of a businessman.

*In car racing, if you feel everything is under control, you are not going fast enough. In business if you cannot solve problems, you are playing by the rules. It does not mean that you are going to crash, it is just that you are not going fast enough. For this reason you have to take risk and be on the front of the wave to lead in business.*

While there are many books in this subject area, most are now dated by the numerous Corporate Governance practices that have come to fruition, drawing almost exclusively on examples with little relevance to the present scene.

As such it is a guide to the application of current Corporate Governance measures some being imposed by regulators and others being voluntarily adopted by organizations.

## How to use this Guide

*Rome may not be built in a day, but it could certainly be destroyed in one.*

It is a personal aide-mémoire for Crisis Leaders. It can be used as a crisis plan, if you do not have a crisis plan.

As an oversize wallet card, it captures hard practical leadership experience.

It embodies pure leadership principles without decorative testimonials which cannot be applied in the heat of the moment.

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