

Crisis Leadership is promulgated to all the top companies

READING FOR CRISIS LEADING – RIDING THE TIGER

The reality is that the game of business is played in a jungle and not on a playground. Thus the rules of the jungle prevail

Crisis Governance	No fear discussion of the un-discussible; thinking the unthinkable; and accepting that crises are part of business, requiring the convergence of all styles of management.
Crisis Leadership	The rapier-like tool that generates incredible business tempo and which provides a strategic reserve.
Crisis Running	The fluid management of special situations in periods of volatility which may include Corporate Emergency Response or dealing with slow burning or creeping issues.
Crisis of Confidence	A media expression probably indicating the incubation of true crises.
Crisis Character	Reputation is something that matters when someone is watching. Character is something that matters all the time, viewed or not. Character is not made in a crisis, it is only exhibited
Crisis Communications	Communications are not what you send out, but what arrives, and the gap exposes a company to media perceptions, investigations and decisions. Ground truthing through belly-to-belly (B2B) contact with media generates speed in the analysis of information.
Crisis Champion	The senior manager who is empowered to influence the company's culture toward proactive Emergency Management and Crisis Leadership, and the application of budgeted funds for its preparation.
Crisis Leaders	Big-picture, people types who use power, passion and B2B methods to 'turn the projector on' in people's minds.
Captainitis	Failure by Crisis Leaders to seek or consider contrary advice, especially in the business environment where the ability to learn faster than your competitors is the only sustainable competitive advantage.
Crisis Strategy	"The situation as I understand it is this. We see it happening this way." The language of Crisis Leaders
Crisis Spokesperson	The human brain works off impressions and not facts. 55% of what a target audience thinks comes from visual (their perception of what they see) and 38% from sounds (what they hear). Adopt a 'dressing room' mentality to overcome nervousness, and bridge from questions to 'block and score runs.'

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