

READING FOR CRISIS LEADING

Pre-Emptive Defence – A Business Strategy for the 21st Century

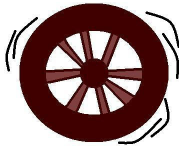
Convergence of management approaches is knowledge driven and not plans driven

- Having emerged as a strategic tool Crisis and Business Continuity Management has become the driver of analysis, forecasting and management of unidentified and unexpectedly arising events.
- The philosophy and methodology is complemented by a reciprocal relationship with risk, PR, law, safety and insurance making its practical applicability a distinctive feature.
- That is why CM and BCM are viewed as a central strategy and business tactic in 2005.



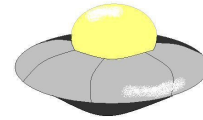
CM & BCM before
convergence takes
place

Basic
Management
Systems



Crisis & BC leadership
rolling when converging
all management
approaches

Predictive
Management
Systems



Vision when
convergence flies

Exploitive
Management
Systems

CRISIS AND BUSINESS CONTINUITY ASSURANCE STATEMENTS FOR ANNUAL REPORTS

- CM-BCM is embedded in our corporate culture.
- The value of our converged philosophy has been tested and proved from the Boardroom through back of office and with critical dependencies.
- We have practised our ability to deal with future unknowns; to operate through unstable and unforeseen possibilities.

TRUSCOTT Crisis Leaders

15 Kylie Street Wembley Downs Perth Australia 6019

61-8-92045141 office 61-421915441 24/7 crisis line www.crisisleaders.com

Adelaide Auckland Bangkok Brunei Brisbane Jakarta Kuala Lumpur Melbourne Perth Sydney