

*End 2008 Crisis Foresight is promulgated to all the top companies*

## **WHAT HAPPENS WHEN YOUR BUSINESS GETS A FATWA?**

*Sweatware & Wetware – Risk Weapons of First Choice*

**Is it enough to apply the Incident Command System (ICS) used in some parts of the world for inter-agency cooperation in Emergency Management?**

Well, it is enough to at least:

- manage first response and ensure the other emergency boxes are ticked
- complete bunker lists of tasks and mesh with government Emergency Services
- ensure organizational security and company assurance
- run predictable set plays and advance arrangements for particular contingencies which includes most emergencies

But what about when your company finds itself in unknown, scared country with potentially anxious people in the commercial swamp with no easily apparent exit?

This is the A grade high stakes area when ICS and Emergency Management alone is not enough. Crisis leadership is about the future. Remember in the future it is not the disaster or catastrophe itself. It is how it affected you and what you did about it that will matter most.

### **HERE YOU NEED A SYSTEM OF LEADERSHIP TO FORGE THROUGH THE UNKNOWN**

You need to bring in and apply the risk weapons of first choice to think big, think fast and think ahead. True crises emerge from the unknown. Crisis Leadership is dealing with the unthinkable.

**SHELFWARE** is ICS plans in the cupboard; ideal for inductions, contact directories and technical references.

**SWEATWARE** is the physical application of leadership. It is experiential, face-to-face, presence-based, hands-on, applied leadership.

**WETWARE** is the mental application of leadership; not motivation but true inspiration through advanced problem solving, triggering new thoughts and leadership throughout the organization.

*Crisis Teams equipped with Shelfware, Wetware and Sweatware leadership do not pack it in when the black shadow comes across.*



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