

READING FOR CRISIS LEADING

Beyond bin Ladin Thinking – Back to the Future

- The social, technological, economic and political (STEP) environment has changed forever, but crisis leadership is about having the corporate ability to be able to eskimo roll in whatever sea and take your company beyond the danger to opportunity.
- Emergency Managers will continue to look at patching the hole in the fence, and their plans and actions must be focused on getting back to the past – solid status quo. Crisis leaders will see the open paddocks beyond the fence, and their strategy will focus on getting back to the future and the opportunities that await them.
- The top companies will fight for both blue and red information. What is this?
- Blue business information is ‘know thyself.’ Blue information includes worst-case likelihood and consequence thinking, some of which may never actually occur.
- Red business information is ‘know thy adversary.’ Red information will provide an accurate understanding of the Threat. Red Cell thinking is looking at your company through the adversary’s eyes.
- Likelihood and consequence, frequency and severity form the language of risk assessment, but threat is measured in terms of intent and capability. Intent is the sum of the adversary’s desire and expectation of success. Capability is measured in terms of available resources and applicable knowledge. It is one thing to have the marvelous ability to predict rain, it is quite another thing to build the ark in time.
- The application of Red and Blue Cell thinking will give you business Edge. This is why some companies make the leap from good to great... and others don’t. Those companies, which use both blue and red information, have and will experience the multiple payoffs. Such are some of the tools of Crisis Leaders.

TRUSCOTT

Crisis Leaders