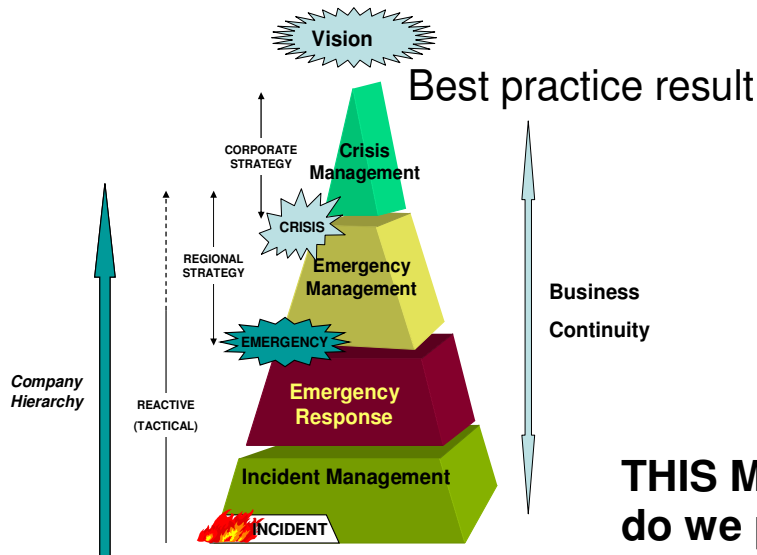


## READING FOR CRISIS LEADING

### Mastering the Game of Business Snakes and Ladders



**THIS MAKES SENSE....but how do we put it all together?**

- It is true that human beings will remember close to 90% of what they experience, as opposed to more like 10% of what others tell them.
- Hence stressful simulations have a powerful, bonding effect on Crisis Teams when staff are empowered with personally owned experiences.
- The extreme leadership experience becomes embedded in the corporate knowledge base, and it enables companies to simultaneously handle risks and seize potential opportunities.
- Crisis exercises achieve maximum value if they are preceded by some form of refresher so that they are viewed by all as being successful, and the experience engenders confidence in the company's ability to control crisis situations.
- The best plan never survives contact with a risk issue, but simulations can effectively raise issues, expose vulnerabilities, as well as lay the foundation for resolution.

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