

## **PROBLEM PLAYS & SIMULATED ATTACKS**

### **"Who Thinks Wins"**

*David slays Goliath with Crisis Leadership.  
Today, business is different*



Accepting realism and feedback is key to effective preparation for best Crisis Leadership.

- In developing the important instinct to act, it is accepted that people behave the way they prepare.
- So it is critical to practice problem-solving in a simulated environment incorporating real-time high stress levels.

Military and even sports teams, two groups that live under crisis-like stress, use hostile-intent stories and rehearsals to develop the important instinct to act.

### **THE OUTCOME OF CRISIS LEADERSHIP**

What began as Emergency Management some years ago has developed further through Disaster Recovery into Business Continuity and Crisis Management.

- Crisis Leadership = Crisis Management + Business Continuity
- Mature Business Continuity budget = 1-3% of operating costs + 3<sup>rd</sup> party contracts
- Crisis (*sector sensitive*) threshold = From 5% monthly revenue to 25% of ¼ income
- Virtual Crisis Leadership path = Connect + Communicate + Continue *in 20 minutes*
- Releasable Information = Concern + Control + Commitment *within 60 minutes*

## **TRUSCOTT Crisis Leaders**

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