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**THE FALL OF CRISIS MANAGEMENT AND THE RISE OF CRISIS LEADERSHIP IN
AUSTRALIAN BOARDROOMS**

Business Strategy for the 21st Century

The challenge for business executives today charged with navigating their enterprises through internally or externally generated crises is to move from a mind set of managing an issue at hand to one of leading an enterprise through and beyond the crisis.

Addressing this week's Australian Public Relations and corporate Communications Summit in Sydney, Jim Truscott (Director of Truscott – Crisis Leaders www.crisisleaders.com) said best practice used to be about successfully managing crises and maintaining business continuity, but best practice today dictated it was also about achieving reputation and commercial opportunity in crisis.

“Crisis leadership requires a new set of skills learned through thoroughly realistic simulation training where Crisis Leaderships Teams are exposed to a range of detailed crisis or major emergency scenarios and then apply a range of tools to deal with them, including: Loop Thinking (to develop and implement strategy under pressure), Business and Media Intelligence, and Virtual Crisis Modelling. These tools also deploy latest technology hardware and software to keep target audiences informed across a city, a region or the world”, said Truscott.

“Threats to business can come from many directions. They might be driven by governance, regulatory, or financial issues, or they might be operational, product or terrorist centred. It is the manager who can transition from Line Management to that of a leader and who can look over the horizon and identify what has to be done tomorrow as well as today, who will deliver both business continuity and business opportunities to their organization. Crisis Leadership is moving to centre stage,” he said.