



Crisis Management – Facing the Vortex

Vortex

A multi-layered complex storm of events that no one can possibly anticipate.

What Happens If?

- ▶ Your CEO dies in a plane crash
- ▶ A tornado destroys a production facility
- ▶ A trusted employee embezzles money

In today's business environment, a crisis can take many forms. The manner in which it's handled can have critical and permanent implications for your organization and is dependent on the strength of your leadership.

Consult P³'s crisis management training is a comprehensive readiness program for small- and medium-sized companies. It offers business leaders a tailored, in-depth roadmap of appropriate crisis response, and helps them anticipate and prepare for real life events.

The program includes:

- ▶ Defining the Crisis Architecture
- ▶ Preparing Your Leadership
- ▶ Developing Your Media Message

Are you ready for an unanticipated crisis?

You will face one. You can either respond out of fear because you don't know what to do or you can increase your odds of success by proactively arming yourself as best you can.

We believe that preparation and adaptability are the twin pillars required to survive any crisis.

Our training provides a roadmap for crisis response to real-world scenarios that change on a dime and are relevant to your organization.

Are your leaders ready?

Preparing your leadership team begins with identifying roles and responsibilities in a crisis situation.

Once the team has been identified, they must be equipped with the confidence, competence and resources to influence a positive outcome.

Our training marries an overview of specific risk with the dynamic, unpredictable scenarios that your managers would be expected to navigate.

Our training will provide some easy-to-use tools to help your decision makers and employees be crisis ready.

Is your message clear and are you controlling it?

In today's media environment of smart phones and social media, everyone is a potential source of news. One media misstep can ruin your well-earned image and reputation and potentially put you out of business.

Vortex-trained clients are taught how best to anticipate and respond when their business receives unwarranted attention, whether on Twitter, YouTube or the network news.





What makes our training different?

- ▶ You will be guided from fear to readiness with a customized program that utilizes drills and role-play scenarios.
- ▶ Your program will be centered on a crisis that is relevant to your organization — one that will resonate with your leadership.
- ▶ You will receive tools that extend past the initial training to help you measure and monitor the success of the training.
- ▶ Our commitment is to help your organization and its leadership refine its crisis management readiness and skill set.

“The success of any business or succession plan rests on how you deal with crisis. Securing future business also depends on demonstrating past success with such challenges. Thanks to Consult P³'s crisis management training, we are light years ahead of our competition.”

– Steve Little, President, KPost Company

The Vortex team - In addition to Andy and Petey, includes:

Jeff Brady – A veteran broadcast journalist who covered foreign wars and presidential politics, Jeff brings almost two decades of media experience. Jeff now uses his distinct perspective from ‘inside the newsroom’ to help coach clients on delivering the most effective message in a crisis.

Charley Wilson – A seasoned communications practitioner, strategist and veteran of numerous business crises, Charley has more than two decades of experience promoting, enhancing and defending the image, reputation, brand and market position of such iconic entities as American Airlines, Verizon, GTE, Texas Instruments, and the North Texas Super Bowl XLV Host Committee.

Consult P³: Who We Are

Consult P³ helps companies of all sizes align their capabilities with their goals and expectations. We leverage the more than 60 years of experience of our principals to deliver customized, actionable and proven solutions.

Learning to make the best use of your people, planning and processes will allow you to transform potential into profits. We focus on both assessment and implementation — ensuring the continuity that will lead to your success.

Co-Founder **Andy Klausner** has worked in the financial services industry for more than 27 years. In that time, he has been affiliated with leading banks, brokerages and financial advisory firms across the U.S. Andy has helped clients navigate challenging market landscapes and evolving regulatory environments, by bringing efficiency and innovation to their business offerings and practices.

Co-Founder **Petey Parker** provides strategic insight into challenges facing companies today and helps them discover solutions to achieve clarity for tomorrow. In more than 25 years as a speaker and trainer, Petey has worked with companies to create and facilitate strategic plans and develop business strategies to improve efficiency. Petey has worked with associations, financial institutions, governments and non-profits.

Please contact us to discuss how we can partner for your success.

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