



CONTROLLING BOARDROOM CHAOS – BY DESIGN

Vortex Training Offers a Guided Tour of Companies' Next Corporate Crises

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It's the tale of two storms.

And two ways to handle crisis.

In one case, an unpredicted thunderstorm launched a PR debacle that could have crippled a successful company with no connection to the crisis.

In the second case, a monstrous snowstorm created hazards just before one of the world's biggest sporting events, and the same company had to respond. This time, however, spot-on crisis management allowed for an airtight plan and priceless positive media exposure.

What a difference Vortex Training makes.

"The first time, we were completely blind-sided," says KPost Company president, Steve Little. "And although we responded well, it revealed to us how quickly a real crisis can erupt. The second time, we were ready."

In May 2009, a brewing thunderstorm near Irving, Texas produced strong winds that collapsed a training facility for the Dallas Cowboys. Several victims were rushed to nearby ICUs and a dozen were hospitalized. KPost, a Dallas roofing company that had recently installed the roof on the Cowboys' new stadium, was inundated with media calls about the collapse despite the fact that it had nothing to do with the catastrophe.

"We had no connection to the roof collapse that day," says Little, "and we did everything properly, except to prepare for the unexpected."

In February, a winter storm that crippled more than 65 percent of the U.S. also dumped an unprecedented amount of snow on the Dallas Cowboys new stadium, just days before a major sporting event. KPost Company had built the roof, and its leaders were summoned to provide a safe solution.

“We were prepared because of Vortex,” says Little. “And we followed a plan that had been put in place only weeks before. It worked like a charm and we had amazing news media coverage of our crews solving a critical problem in front of a global audience. We could not possibly have leveraged better brand exposure.”

Sudden weather emergencies. Financial collapse. Criminal activity. Domestic violence. An audit. An arrest. A scandal. In today’s corporate environment, a crisis can take many forms. And the manner in which it is handled on short notice can have critical and permanent implications for the organization, no matter how strong the leadership.

Vortex training is a two to three-day crisis management module that offers business leaders a tailored, in-depth overview of appropriate crisis response and a ‘crisis laboratory’ in which the textbook plans are put to the test.

“We believe that preparation and adaptability are the twin pillars required to survive any crisis,” says Vortex developer and leadership trainer Petey Parker. “Our training provides a blueprint for crisis response to the real-world scenarios that change on a dime.” Parker is co-founder of Dallas-based Consult P³ and a contributor to [Blueprint for Success](#), a corporate leadership text co-authored by performance guru Steven Covey.

Vortex marries an overview of industry-specific risks to the dynamic, unpredictable scenarios managers could potentially be expected to navigate. It concludes with a customized crisis management software package that clients can update and adapt as the company evolves over time.

“We call it Vortex because we orchestrate a multi-layered, complex storm of events that no one can possibly anticipate, which mimics a real-life crisis,” says Vortex trainer Charley Wilson, whose experience includes several decades managing communication strategies at American Airlines, Verizon, GTE and, most recently, the North Texas Super Bowl XLV Host Committee. “Our clients have found it incredibly valuable to test their reaction when lives and careers are not actually on the line.”

The mushrooming media landscape is another critical component in crisis management. Veteran TV news anchor and reporter Jeff Brady brings almost two decades of media experience to the Vortex training.

“In today’s media environment of smart phones and laptops, everyone’s a potential reporter,” says Brady. “Our clients are taught how to best anticipate and respond when their brand receives unwarranted attention on the network news or on YouTube.”

Steve Little, president of KPost Roofing, hired Consult P³ to provide Vortex training for his management and employees. “Because of Vortex, we are light years ahead of most other roofing companies, sub contactors or general contractors,” he says. “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.”

About Consult P³

Consult P³ is a U.S. consulting firm founded by Petey Parker, owner of Petey Parker & Associates and Andy Klausner, owner of AK Advisory Partners. Consult P³ focuses on providing corporations and associations with programs that help align their people, processes and planning to maximize profits. For more information about Vortex and other programs offered by Consult P³, log onto the website at www.consultp3.com.

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