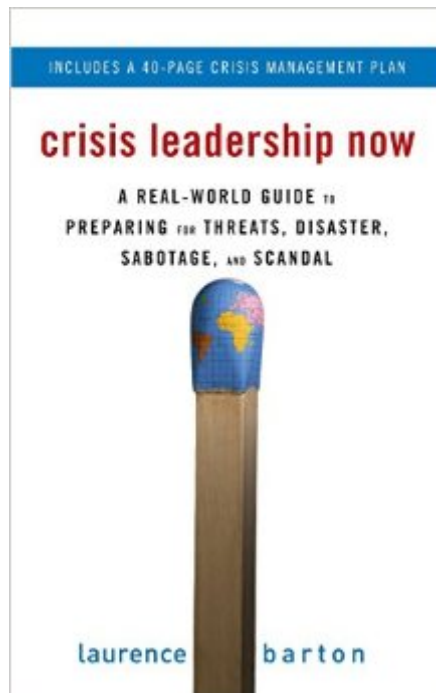


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Crisis Leadership Now: A Real-World Guide To Preparing For Threats, Disaster, Sabotage, And Scandal



Synopsis

Why do some managers shine during a high-level crisis while others stumble? Those who have an action plan in place are the ones who can react quickly, manage rumors, and respond to victims and stakeholders sincerely and adequately while keeping their organization afloat. Leading crisis management expert Laurence Barton has spent more than two decades consulting with top companies on how to anticipate and respond to workplace threats and tragedies. In *Crisis Leadership Now* he offers concrete solutions for managing disruptive events—from industrial accidents and acts of violence to embezzlement, product recalls, and terrorism. Barton takes you through his journey of advising senior executives on crisis events and examines: The characteristics that define a true crisis Proven strategies to help you understand and respond to early warning signals Ways to mitigate threatening situations How to effectively communicate your decisions in a timely manner to employees, shareholders, customers, and other constituencies In this forward-looking guide, Barton applies his corporate insider's insight to numerous case studies, demonstrating how such catastrophes happen to real companies and real people every day. These studies form a framework for building crisis management thinking into your company's strategic toolbox. Anticipating all forms of trouble, advising senior management and boards of directors about potential events, and devising a business recovery plan will allow your organization to rebound should tragedy strike. Barton has also created an indispensable sample crisis management plan, and includes detailed templates for addressing a wide spectrum of incidents and threats. Arming you with an arsenal of strategies, tools, and know-how, *Crisis Leadership Now* ensures that your company's leaders will demonstrate confidence and implement solutions in the midst of chaos.

Book Information

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Most businesses, schools, city halls, warehouses, etc. will never have someone walk in with an automatic rifle or a bomb and threaten to kill everyone inside, but over 8,000 TIMES A DAY an assault takes place in the workplace. What I think is even worse than physical confrontation is the employee who scares everyone else on a daily basis and management feels incapable of taking action "because he hasn't REALLY done anything, YET." I have been involved in Dr. Barton's seminars and I am very pleased with his new book. In addition to his seminars, Dr. Barton is a key advisor to companies big and small who helps them assess and appropriately act on threats to the company and its' employees. He has real world, real time experience that is matched by few people in the world and his book shares his vast knowledge and expertise. Sadly, when it comes to mental health the social landscape has changed. In the past people who were unhappy, unstable, or both would deal with his/her situation privately and sometimes tragically. Today, the unhappy and/or unstable person feels that others should know of his/her anguish and they seek attention and resolution simultaneously. If Arthur Miller were writing Death of a Salesman today it would be Death of a Salesman, His Boss, His Co-Workers, and Anyone Else Around. A CEO who reads this book will have critical information and an understanding about managing a crisis that even his/her most experienced HR, Risk Management, Security, or IT department heads won't. But even managers and supervisors will find a gold mine of ideas and concepts that will help them see a larger picture of his/her employee's environment that will allow them to act before issues become a crisis.

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