

LEADING



LEADING *through* CRISIS[®]

A Ground-Breaking Four Hour Crisis Leadership Workshop For Local Officials

*“The truth of the matter is, we were not prepared for this...
there was no playbook.”*

Dina Long, Mayor of Sea Bright, NJ
(In reference to Superstorm Sandy)



THE TIME IS NOW...
...BEFORE THE NEXT CRISIS OCCURS

WHAT YOU CAN EXPECT

Recent natural disasters across our Nation have demonstrated the importance of ensuring that local elected officials, county executives, mayors, city managers and other leaders are equipped and prepared to respond to, and potentially lead a disaster response effort. Following disasters, local leaders have often expressed how they could have been better prepared before, during, and after a crisis.

Linda Langston, former President of the National Association of Counties (NACo), places the critical need for this training in clear perspective.

"Right now, you have an opportunity to take advantage of this remarkable training that will serve as your playbook... more importantly, it will prepare you for the next crisis! It will not only enhance your ability to protect your community... but possibly define your legacy as a leader."

Leading Through Crisis® workshop is a valuable tool for elected officials and senior municipal leaders that serves to mitigate the risk to the lives and property of constituents, as well as potential damage to reputation and legacy, by exploring challenges to crisis leadership and solutions through lessons learned, best practices, and testimonials. The workshop includes a Leader's Playbook, a tool that provides participants with a crisis quick-reference and serves as a training improvement guide. Workshop topics include:

- Leader Preparedness
- Crisis Decision-Making
- Pre-Crisis Planning
- Economic Risk Management
- Jurisdictional Capabilities
- Crisis Communications

For more information, contact
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