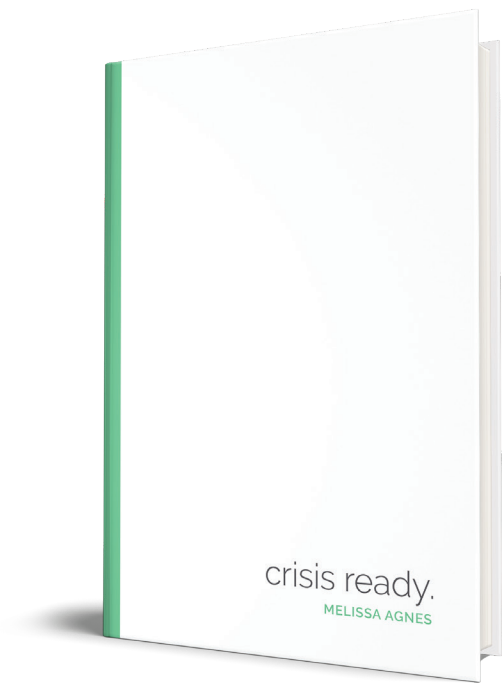


# Build an INVINCIBLE brand in this uncertain world

The potential risks in modern-day business are greater, more dynamic, and less predictable than ever before.

And yet the greatest exposure does not lie within these risks. Rather, it lies in having a team that is not prepared to anticipate, foresee, or respond to a rising threat and its impact on your reputation, revenue, and relationships in real-time.

No matter your level of security, due diligence, or control, the reality is that we live in uncertain times. Organizations are prone to a multitude of risks that can attack from every angle. When your team is crisis ready, your organization is prepared for anything and everything that the modern world can throw at it— making it INVINCIBLE.



\$28.00 USD \$34.00 CAD

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*Crisis Ready* is not about crisis management.

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Management is what happens after the negative event has occurred. Readiness is what is done to build an INVINCIBLE brand, where negative situations *don't* occur—and even if they do, they're instantly overcome in a way that leads to increased organizational trust, credibility, and goodwill.

*Crisis Ready* provides your team with the insight into how to be perfectly prepared for anything life throws at you. Organizations that are crisis ready are more than resilient. They're INVINCIBLE. *Crisis Ready* is your roadmap to business invincibility.

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## About the author

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**MELISSA AGNES** is a leading authority on crisis management and preparedness. Agnes is a coveted speaker, commentator, and advisor to some of today's leading organizations faced with the greatest risks.

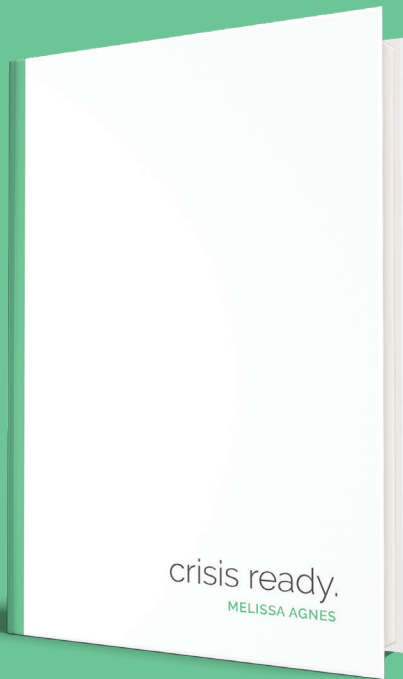
As a strategic advisor and keynote speaker, Melissa Agnes has worked with NATO, Ministries of Foreign Affairs and Defense, financial firms, technology companies, healthcare organizations, cities and municipalities, law enforcement agencies, global non-profits, and many others, helping them understand risk and build invincible brands that can withstand even the most devastating of crises.

She is also the editor of the Crisis Ready Blog, a contributor to *Forbes*, and a go-to source for the press, with recent coverage including *the Wall Street Journal*, *VIBE Magazine*, *USA Today*, and many others. .

As a university guest lecturer, Agnes teaches crisis management in university courses around the world, including at NYU and McGill.

In 2015, she gave a TEDx talk in Los Angeles where she discussed the secret to successful crisis management in the 21st century.

When she isn't putting out fires or speaking in front of international audiences, Agnes can be found sailing, playing the piano, and taking long walks in the forest with her German Shepherd, Maschetti.



“ Intelligent. Intuitive.  
Unabashedly gutsy.  
Melissa Agnes dismantles  
crisis cliché, shakes you  
awake, and takes you on  
a compelling and insightful  
journey that will ensure your  
organization is crisis ready.”

– Scot Wheeler

Retired Global Director of Issues  
Management and Crisis Communications,  
The Dow Chemical Company

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## Praise for *Crisis Ready*

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*Crisis Ready* is a compelling reminder that managing a crisis is not the same as managing a company. If you think the same management techniques that allow you to win at business will enable you to weather a crisis—you are doomed.

In a crisis, emotions run high, people revert to habits instead of the plan, information travels quickly—whether it is accurate or not—and the effects of your decisions can be long-lived. Don't allow the crisis management plan sitting on your shelf to give you a false sense of confidence. Read this book and then get to work at making crisis management muscle memory for your organization.

– **David Struhs**, Vice President, Corporate Services and Sustainability, Domtar

Shame on you if you are surprised by a crisis. Melissa Agnes gets it! Preparedness—or being ready—is the key to crisis management. Agnes teaches us that the key to dealing with a crisis is to anticipate all the places it can strike, and then go there and lie in wait with a plan. At McDonald's Corporation, where I was the General Counsel, we constantly played the "what if" game: "What if" a child is injured in one of our Playlands? "What if" our stock price has a sudden drop? "What if" the computer system breaks down? "What if" an environmentalist criticizes our packaging, or a nutritionist criticizes our food?" The "what if" game paid dividends by giving us the head start that Melissa Agnes urges—be there and be ready!

– **Shelby Yastrow**, Retired General Counsel, Executive Vice President, and Secretary of McDonald's

Every business of any size needs to read *Crisis Ready*. Melissa Agnes demonstrates why she is a leading authority on timely, intelligent, and appropriate communications in moments of crisis. If United Airlines had read this book in 2009, my United Breaks Guitars YouTube video would never have happened. I'm almost glad she hadn't written it yet.

– **Dave Carroll**, Singer, songwriter, speaker, and creator of United Breaks Guitars

The speed of crisis in the digital age can quickly overwhelm organizations ill-prepared with outdated strategies centered around press releases and bureaucratic layers of approvals for communication. *Crisis Ready* serves as a strategic blueprint to help organizations prepare for and successfully navigate turmoil, all while building trust and confidence with their stakeholders.

– **Captain Chris Hsiung**, Law Enforcement Executive

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## Q&A with author, Melissa Agnes

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### What are the biggest risks to most modern businesses today?

While there are a range of risks—whether we're talking targeted cybersecurity attacks, straight through to impactful employee misconduct—the greatest risk lies in having a team that is not trained to see—or better yet, anticipate—a rising threat; a team that is not trained to understand how to quickly assess the emotional relatability of that threat and instantly identify its potential long-term negative impact on the organization; a team that does not clearly understand what is expected of them when these types of threats materialize and is not empowered to make smart decisions in tough situations that will mitigate further escalation of the incident at hand.

This is where modern businesses are most exposed. No matter our level of security, due diligence, or control, the reality is that we live in uncertain times where organizations are prone to a multitude of risks that can come from every angle. The biggest risk is not that they might happen, but that if they do happen, your team is not ready or empowered to instantly nip them in the bud.

### What is the potential impact of failing to be crisis ready?

Failing to be crisis ready means that your team will not be in the best position to identify a risk and instinctively take measures to prevent it, or mitigate its escalation. It means that your team may very well unintentionally cause an issue that garners unwanted attention—how often do we watch in bewilderment as an organization suffers unwanted negative, viral attention because their team failed to ask themselves simple questions, like, “How could this message be misinterpreted or misconstrued?”

Failing to be crisis ready means your organization is unnecessarily vulnerable to high-impact risk; but most importantly, failing to be crisis ready means a world of missed opportunity.

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## Q&A with author, Melissa Agnes

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### Why is readiness more important than management?

Management is what one does after the negative event has occurred. Readiness is what one does to build an INVINCIBLE brand, where negative situations don't occur—and if they do, they're instantly transformed into positive opportunities that lead to increased organizational trust, credibility, and goodwill.

### Who are the people that need to know this information?

Becoming crisis ready, and thus building an INVINCIBLE brand, is cultural. Culture needs to begin at the top and run through the entirety of the organization—through every department, every team member, and in every region.

So, while leadership needs to know this information and proactively support it, so does every other member of the team throughout the organization. From

the heads of departments that will be responsible for the oversight of issue and crisis management, straight through to the employees on the frontlines, who may be the first to catch wind of a rising risk and, if trained and empowered effectively, mitigate any potential escalation right then and there.

### How will organizations feel once they achieve crisis readiness?

Strong. Committed. Empowered.  
Empowering. Prepared. Resilient. Proud.

### When is the correct time to implement a crisis ready culture?

That's like asking when the correct time to start building stakeholder trust is or when the correct time to mitigate a negative outcome is. The answer is every day. Implementing a crisis ready culture is an everyday endeavor. And every day begins with today.

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## Q&A with author, Melissa Agnes

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### How does this book help you become crisis ready?

This book begins by providing readers with an in-depth understanding of what it means to be crisis ready and then moves into providing the exact roadmap for implementing a crisis ready culture. I have taken every aspect of how I help clients build invincible brands, through my consultancy and as a speaker, and poured it into this book, leaving nothing out. Organizations that are crisis ready are more than just resilient. They're INVINCIBLE, but they're invincible because they deserve to be. Organizations that are crisis ready don't just understand the high-impact risks that pertain to their business and

how to prevent and manage them; they understand and appreciate the people who enable their business to exist, and they are focused on leading with heart, authenticity, and value. I strongly believe that if every organization was crisis ready, we would live in a much kinder, more balanced world. Every worthy organization deserves to be INVINCIBLE. But as much as I may like to, I can't work with every organization. What I can do is provide my framework and an exact roadmap for effective implementation. This is what I've tried to do through this book, for precisely these reasons.

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Order  
*Crisis Ready*  
and start  
building an  
**INVINCIBLE**  
brand

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***CRISIS READY.***  
by Melissa Agnes

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