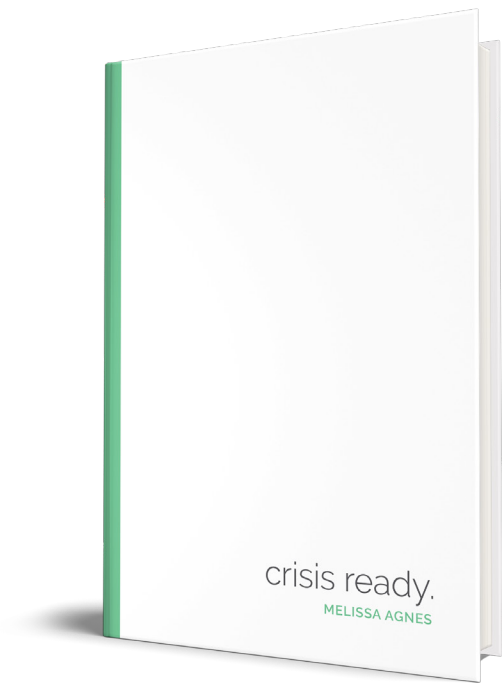


Build an INVINCIBLE brand in this uncertain world

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.



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Crisis Ready is not about
crisis management.

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.

About the author



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.

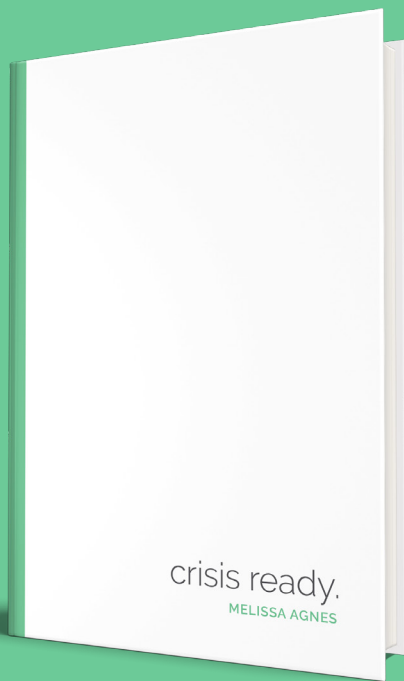
As a strategic advisor and keynote speaker, Melissa Agnes has worked with NATO, Ministries of Foreign Affairs and Defense, financial firms, technology companies, healthcare organizations, cities and municipalities, law enforcement agencies, global non-profits, and many others, helping them understand 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

Praise for *Crisis Ready*

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.

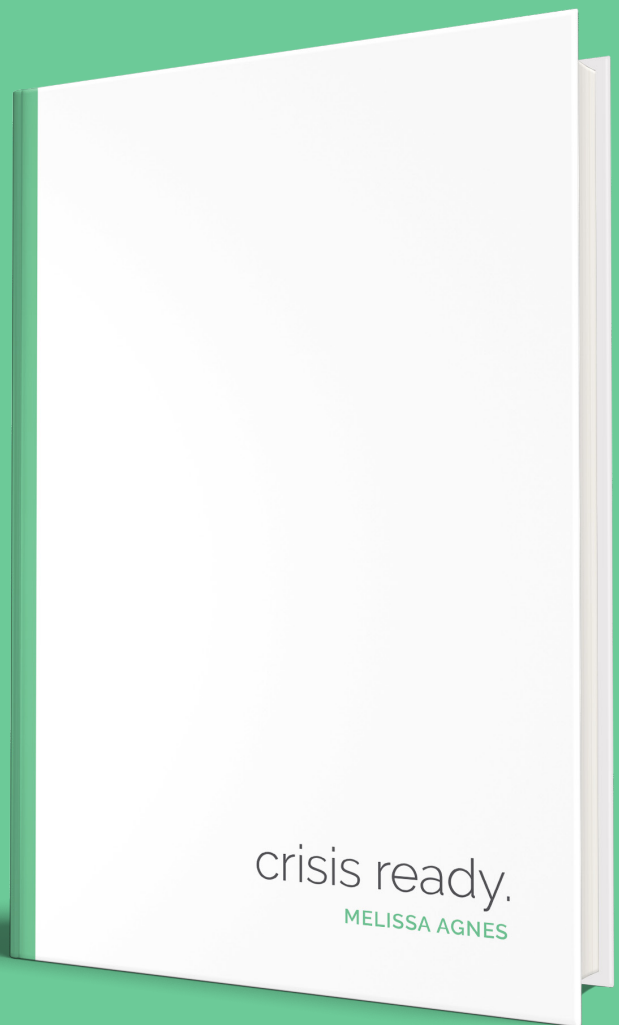
– **Captain Chris Hsiung**, Law Enforcement Executive

Crisis Ready

The book to help you build
an INVINCIBLE brand.

Building an invincible brand cannot happen in a vacuum. It requires commitment and actions from your entire team. 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.

Crisis Ready was designed with this in mind, and was written for your entire team. To help make it easy for you to get copies to your team, take advantage of the following bulk discounts.



Retail: \$28.00

25-50 books: \$25.00

51-200 books: \$20.00

201 and above: \$15.00

To order your copies of *Crisis Ready*, reach out to Michelle Webber, at michelle@mascotbooks.com.

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