CRISIS READY™ FORMULA
RESPONDING TO EMOTIONAL RELATABILITY

By Melissa Agnes

HIGH EMOTIONAL RELATABILITY ← **LOGIC (VALIDATION + RELATABILITY + PROOF)**

DISSECTING THE FORMULA

In order to overcome the effects of human emotion and resonate logically in instances where negative emotional relatability is high, you have to first get into the hearts of those you are trying to reach. To do this, wrap your logical response in:

VALIDATION
Sincerely validate the emotions being felt.

RELATABILITY
Emotionally relate to what matters to those who are feeling the emotions.

PROOF
Only once you are successful in Validation + Relatability, will you be granted the opportunity to prove your logic through simultaneous and effective action and communication.

CRISIS READY™ ACTION ITEM

Teach your team to detect emotional relatability and be able to act and communicate with emotional intelligence. This is one of the secrets to being Crisis Ready™.

Learn more about becoming Crisis Ready ™ and building brand invincibility at melissaagnes.com.