

Crisis Management

*Master the Skills to
Prevent Disasters*

Contents

Introduction	xiii
1 Taking Stock of Potential Perils	1
<i>What Could Go Wrong?</i>	
Sources of Potential Crises	2
Identifying Potential Crises	12
Prioritizing Potential Crises	16
Summing Up	20
2 Avoiding the Avoidable	21
<i>An Ounce of Prevention ...</i>	
Prepare a Systematic Program of Crisis Avoidance	24
Heed the Signals of Impending Crisis	26
Look Before You Leap	28
Don't Forget About Insurance	30
Summing Up	32
3 Contingency Planning	35
<i>Preparing Today for Tomorrow's Problems</i>	
Step 1: Organize a Planning Team	37
Step 2: Assess the Scope of the Problem	39
Step 3: Develop a Plan	40
Step 4: Test the Plan	42
Step 5: Keep the Plan Up-to-Date	44
Are You Ready?	45

Frequently Asked Questions	103
Summing Up	107
8 Learning from Your Experience	109
<i>Gather Lessons Where You Find Them</i>	
Mark the End of the Crisis	111
Record the Crisis Response	112
Capture the Lessons Learned	114
Summing Up	117
Appendix A: Useful Implementation Tools	119
Appendix B: How to Write a Press Release	123
Notes	125
For Further Reading	127
Index	131
About the Subject Adviser	137
About the Writer	138