

## **Crisis Leadership Now, By Laurence Barton**

Why do some managers appear to shine during a high-level crisis while others stumble? Why do some organizations have a well defined program of actions in place that they can set in motion to combat and mitigate the cost of unforeseen crises? Those who have an action plan in place are the ones who are most likely to survive the crisis, whatever it is.

Dr. Larry Barton is one of the world's leading experts in crisis management and workplace violence prevention. He is a former professor at Harvard Business School, Penn State, University of Nevada at Las Vegas and Boston College, and he became Vice President of Crisis Management at Motorola from 1995-1999. During this time, he designed a global system for crisis prevention and response that became a model for other multinationals. Also, at one point, he led a global risk and issues team with offices in Tokyo, Geneva, Hong Kong and London.

So what's the point of this opening discussing his pedigree? The man is a great resource and knows the subject and can and does speak on it with authority. Dr. Barton has researched over 2,800 critical incidents affecting organizations since 1987 and has consulted with many of the world's leading companies and institutions on emerging issues that threaten the people, financial condition and reputation of an organization. Planning for a crisis can be a very complex undertaking for most organizations. Many do not know where to begin or do not want to contemplate the possible scenarios. In **Crisis Leadership Now**, Laurence Barton demonstrates that company leaders who have an action plan in place are the ones that can act quickly, manage rumors, and respond to victims and shareholders sincerely and adequately while keeping their organizations running. With concrete solutions for managing disruptive events—from industrial accidents to embezzlement, product recalls, and terrorism—he details the characteristics that define a crisis and provides strategies to guide early response in addition to methods for mitigating situations and communicating during a crisis situation. He takes you through his journey of advising senior executives on crisis events and examines:

- - The characteristics that define a true crisis
- - Proven strategies to help you understand and respond to early warning signals
- - Ways to mitigate threatening situations
- - How to effectively communicate your decisions in a timely manner to employees, shareholders, customers, and other constituencies

In this forward-looking guide, Barton applies his corporate insider's insight to numerous case studies, demonstrating how such catastrophes happen to real companies and real people every day. These studies form a framework for building crisis management thinking into your company's strategic toolbox. Anticipating all forms of trouble, advising senior management and boards of directors about potential events, and devising a business recovery plan will allow your organization to rebound should tragedy strike. Barton has also created an indispensable sample crisis management plan, and includes detailed templates for addressing a wide spectrum of incidents and threats. Arming you with an arsenal of strategies, tools, and know-how, *Crisis Leadership Now* helps to ensure that your company's leaders can demonstrate confidence and implement appropriate solutions in the midst of chaos.

He covers in his book all the usual list of suspects; workplace violence, pandemics and viruses, stormy weather, industrial and environmental disasters, terrorism, and sabotage.

What do I love about this book? It includes a 40-page crisis management plan template that's easy to follow! I'm all about tools you can use in your day job. I detest academic theses that leave you thirsty for excitement and yearning for something you can take away and try to implement back at the office or with a client the next day. Oh yes, Dr. Barton is most certainly an academic...but he's definitely not boring!

What I'd like more of? It would have been good to have something like a one-pager or 3 x 5 card size laminates of 'models' or processes for incident command response steps, the business continuity model, or the communications responsibilities template so that they would be handy to reference as a desk top or pocket tool.

Big congrats to Dr. Barton and well done! This is definitely a professional's dream. There's a lot to digest here but it can help you get the job done...over and over again and again. I'm going to make sure I have a well used copy on my desk.

Leadership in Crisis. Gordon Meriwether. "There was an unmistakable crack of a firearm...then another and another." Leadership in a crisis situation is very different from leadership in a time of normal conditions. On the surface, the Five Practices may not seem to apply to a world turned upside down. But based on my teaching experience, all leaders in government and industry would find the tools useful and provide the foundation for responding to and recovering from any crisis. In Crisis Leadership Now he offers concrete solutions for managing disruptive events-from industrial accidents and acts of violence to embezzlement, product recalls, and terrorism. Barton takes you through his journey of advising senior executives on crisis events and examines: The characteristics that define a true crisis. Proven strategies to help you understand and respond to early warning signals. Ways to mitigate threatening situations.