

CRISIS LEADERSHIP

Prepare. Respond. Recover.

Prepare for your natural crisis response before the emergency.

KNOW YOUR CRISIS MODE OF OPERATION.

Stress can narrow focus, cloud judgment, and trigger automatic fight, flight, or freeze reactions. Recognizing these patterns helps leaders assign critical roles to people best equipped under pressure.

01

GET EXPERT GUIDANCE

Consult trusted, experienced emergency response professionals before a crisis occurs.

02

BUILD RESPONSE TEAMS

Establish primary and backup teams and equip them with a practical response plan.

03

REHEARSE THE RESPONSE

Use tabletop exercises and reasonable rehearsals to build familiarity and confidence.

FROM AUTOMATIC REACTION TO EFFECTIVE LEADERSHIP

You cannot eliminate stress reactions—but preparation can shape what happens next.

AUTOMATIC RESPONSE	MORE EFFECTIVE RESPONSE	LEADERSHIP ACTION
FIGHT Blames others, over-controls, silences dissent, or acts rashly.	Decisive, not aggressive Focuses on known facts and faces challenges directly.	LEAD WITH FACTS Stay decisive while avoiding aggression and blame.
FLIGHT Avoids hard conversations, delays decisions, withdraws, or waits.	Stay present and communicate Make timely decisions, even when information is incomplete.	KEEP MOVING Communicate frequently and act despite uncertainty.
FREEZE Overanalyzes, gathers excessive data, delays, or becomes inactive.	Pause, prioritize, initiate Assess briefly, identify priorities, and start response protocols.	TAKE THE NEXT STEP Use practiced protocols instead of waiting for perfect information.

CRISIS LEADERSHIP TAKEAWAY: PREPARE FOR YOUR REACTIONS. PRACTICE EFFECTIVE RESPONSE STRATEGIES.