PREPARE. RESPOND. RECOVER.

Lead with confidence before, during, and after disruption.

Protect people. Sustain operations. Build resilience.

RESILIENCE IS BUILT ACROSS THE FULL CRISIS CYCLE.

Prepare proactively, respond adaptively, and recover intentionally.

Each phase protects employee well-being and organizational outcomes.

01
PREPARE

Plan for people and operations. Train, exercise, and identify risks before disruption.

02
RESPOND

Act proportionately, protect people, and adapt as conditions change.

03
RECOVER

Restore well-being and operations. Learn, improve, and emerge stronger from adversity.

CRISIS LEADERSHIP IN ACTION

Practical leadership protects people, maintains operations, and fosters resilience.

PREPARE	RESPOND	RECOVER
Plan for people and operations Build readiness that protects employees and continuity.	**Make proportionate decisions** Balance urgency with sound judgment under pressure.	**Support well-being** Restore people alongside operations and services.
Train and exercise leadership Strengthen calm, deliberate, and decisive action.	**Communicate and adapt** Maintain trust as conditions and needs change.	**Learn and improve** Use experience to strengthen future resilience.
Detect risks early Identify vulnerabilities before they become disruption.	**Intervene rapidly** Activate help early to reduce harm and restore stability.	**Practice the Four C's** Lead with Compassion, Competence, Commitment, and Care.