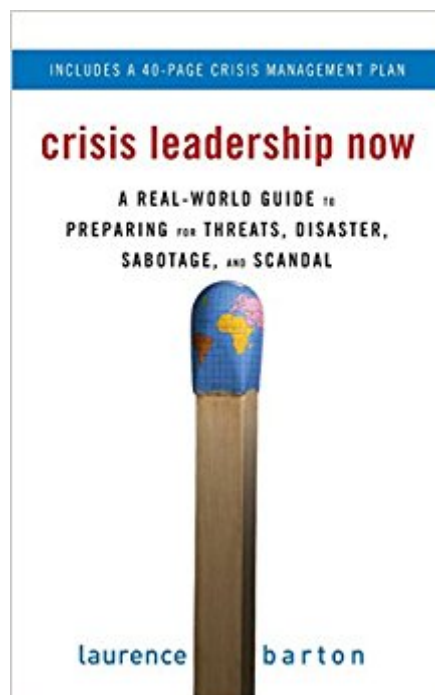




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# Crisis Leadership Now: A Real-World Guide To Preparing For Threats, Disaster, Sabotage, And Scandal (Management & Leadership)



## Synopsis

Why do some managers shine during a high-level crisis while others stumble? Those who have an action plan in place are the ones who can react quickly, manage rumors, and respond to victims and stakeholders sincerely and adequately while keeping their organization afloat. Leading crisis management expert Laurence Barton has spent more than two decades consulting with top companies on how to anticipate and respond to workplace threats and tragedies. 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 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* ensures that your company's leaders will demonstrate confidence and implement solutions in the midst of chaos.

## Book Information

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## Customer Reviews

Secure your workplace and ensure its survival with the highly acclaimed "Crisis Leadership Now" "Larry Barton ... gives concrete advice on the means to avoid, mitigate, and respond to crises that occur somewhere in the world's workforce every day."-Alicia C. Parker, Senior Director of Security, ESPN "Larry Barton has done it again with a work that is a must-read for every organizational leader. This definitive work will help you with specific insights, checklists, and case studies that demystify crisis management."-Bill Turner, Director of Retail Operations, Nike, Inc. "Larry Barton shares hundreds of solutions that he has embedded in many of the world's best-run companies. From psychology to the law, human resources to communications, his interdisciplinary thinking shines in "Crisis Leadership Now,""-Alan Friedman, Ph.D., Associate Professor of Psychiatry and Behavioral Sciences, Northwestern University ""Crisis Leadership Now" is a powerful reminder to corporate leaders that American businesses remain prime targets for terrorist acts. This is ... the ultimate guide to crisis management planning."-Kathleen McChesney, former Executive Assistant Director, FBI "Larry Barton provides a powerful wake-up call for many companies, many of which are vulnerable because their leaders repeatedly ignore warning signs and are poorly prepared to manage a variety of threats."-Joseph Liska, retired Director of Crisis Management, British Petroleum

Laurence Barton, PhD, has spent 25 years studying the causes of crisis in the workplace. Barton, the former Vice President of Crisis Management at Motorola, has managed more than 1,200 incidents worldwide, writing crisis plans and consulting with senior leaders at ABC News, The Walt Disney Company, Nike, Honda, British Petroleum, ESPN, and more than 60 hotels and casinos during defining moments. The author of three often-quoted books on crisis management, Barton is President and Professor of Management at The American College in Bryn Mawr, PA.

Most businesses, schools, city halls, warehouses, etc. will never have someone walk in with an automatic rifle or a bomb and threaten to kill everyone inside, but over 8,000 TIMES A DAY an assault takes place in the workplace. What I think is even worse than physical confrontation is the employee who scares everyone else on a daily basis and management feels incapable of taking action "because he hasn't REALLY done anything, YET."I have been involved in Dr. Barton's

seminars and I am very pleased with his new book. In addition to his seminars, Dr. Barton is a key advisor to companies big and small who helps them assess and appropriately act on threats to the company and its' employees. He has real world, real time experience that is matched by few people in the world and his book shares his vast knowledge and expertise. Sadly, when it comes to mental health the social landscape has changed. In the past people who were unhappy, unstable, or both would deal with his/her situation privately and sometimes tragically. Today, the unhappy and/or unstable person feels that others should know of his/her anguish and they seek attention and resolution simultaneously. If Arthur Miller were writing *Death of a Salesman* today it would be *Death of a Salesman, His Boss, His Co-Workers, and Anyone Else Around*. A CEO who reads this book will have critical information and an understanding about managing a crisis that even his/her most experienced HR, Risk Management, Security, or IT department heads won't. But even managers and supervisors will find a gold mine of ideas and concepts that will help them see a larger picture of his/her employee's environment that will allow them to act before issues become a crisis. For employees, this book may be frustrating if you're in a company that is blissfully ignorant of this information. It may just confirm your fears that your employer is not adequately prepared for business in the 21st century. Unfortunately, there are real consequences to this type of ignorance and it is measured in dollars and lives. Dr. Barton has a unique approach in helping others understand today's workplace and this book is the reality check that every organization needs to avoid the unthinkable.

I liked all of the war stories in this, and this book could not be more timely. I would purchase this again.

Delivered on time. Very happy with purchase.

Easy to read and teaches some pretty important crisis management techniques.

Dr. Barton's book is a very engaging and fast read. His history at Motorola and his broad experience as an executive consultant add a lot of gravitas to his conclusions for aggressive, early management of crises and more importantly the prevention of crises. Great book, well written, relevant case studies, concrete conclusions and implementable recommendations. An ounce of prevention costs a lot less than a gallon of cure!

If you are developing a DR/BC/CM/RM program in any way, this book helps with real life examples of situations and how they were handled. I will use it to help management focus on what can happen, even though one hopes it will not. Or, what might happen and how to avoid pitfalls in response strategies.

the author used several case studies to illustrate different approaches to leadership during stressful situations. The author's advise fostered from his experience provides great lessons to all leaders.

Very easy and informative read....really makes you think. SJ

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