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Melissa Agnes on the
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Crisis Ready is not about

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crisis management.

Management is what happens after the negative event has occurred. Management is what happens after the negative event has occurred.

Readiness is what is done to build an INVINCIBLE brand,

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where negative situations don't occur and even if they do, they're instantly overcome in a way that leads to increased organizational trust, credibility, and goodwill.

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- How to Build an Invincible
Brand

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Invincible Brand Slide Deck.

2. The entire organization
instinctively knows how to:
? Detect a rising

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risk/threat, ? Assess its impact on the organization, ? Respond effectively in a way that increases stakeholder trust in the brand.

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Crisis Ready is not about
crisis management.

Management is what happens
after the negative event has
occurred. Readiness is what

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is done to build an
INVINCIBLE brand, where
negative situations don't
occur and even if they do,
they're instantly overcome
in a way that leads to
increased organizational
trust, credibility, and

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goodwill.

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Melissa Agnes, a leading authority on crisis management and preparedness, provides a clear roadmap to implementing a crisis ready culture and thus building an INVINCIBLE brand. No matter

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Crisis Ready: Building an

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Invincible Brand in an
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In March of this year, Agnes
released the book Crisis
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engaging book provides both

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a framework and a guidebook on creating a crisis ready and crisis resilient culture in any organization. In the book, Agnes defines crisis and makes the distinction between a crisis and an issue.

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preparedness, reputation management, and brand protection. Melissa's area of expertise is something that most of us don't enjoy thinking about.

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in ...

Crisis Ready is that book.

The subtitle, "Building an
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promise a bit more than can
be guaranteed, but it is the

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right emphasis for our times when the pace of digital media often challenges the best of organizations and leaves the more traditional gasping.

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Melissa's Crisis Ready
Model, which is the
foundation of her book,
takes your organization from
its current level of crisis
readiness straight through

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to building an INVINCIBLE brand. This model, and her book, continue to be adopted into undergraduate, graduate, and MBA programs around the world

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Ready: Building an
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Crisis preparedness,
reputation management, and
brand protection speaker and
writer Melissa Agnes blogs
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together her thinking in a book (electronic and paper) for sale through Amazon, Crisis Ready.. She sets out how social media and mobile communication as used by business - or as Twitter users talk about a brand -

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is a risk (like any other).

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effectively respond to a
crisis, the less of a crisis
response penalty (CRP) you
will suffer.

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