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## Crisis Ready Building An Invincible Brand In An Uncertain World

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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 your level of security, due diligence, or control, the reality is that we live in uncertain times.

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When your team is crisis ready, your organization is prepared for anything and everything that the modern world can throw at it. In Crisis Ready, Melissa Agnes draws from her remarkable experience in helping global brands, government organizations, and world leaders prevent and overcome a range of real-world, high-impact crises. She uses this experience to provide your organization with a clear roadmap to implementing a crisis ready culture—and thus building an INVINCIBLE 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 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 organisational trust, credibility, and goodwill.

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Author of *Crisis Ready: Building an Invincible Brand in an Uncertain World*, Melissa Agnes is a leading authority on crisis preparedness, reputation management, and brand protection. Agnes is a coveted speaker, commentator, and advisor to some of today's leading organizations faced with the greatest risks.

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Readiness is what one does to build an INVINCIBLE brand, where negative situations don't occur—and if they do, they're instantly transformed into positive opportunities that lead to increased organizational trust, credibility, and goodwill. *Crisis Ready* was designed to be your roadmap to this type of business invincibility.

~~How "Crisis Ready" Will Help You Build An Invincible Brand ...~~

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No matter the size, type, or industry of your business, Crisis Ready will provide your team with insight into how to be perfectly prepared for anything life throws at you. Organizations that are crisis ready are more than just resilient. They're invincible. Crisis Ready is your roadmap to business invincibility. \*\*\*

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In March of this year, Agnes released the book Crisis Ready: Building an Invincible Brand in an Uncertain World. This engaging book provides both 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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Crisis Ready is not about crisis management. Management is what happens after the negative event has occurred. Readiness is what 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 goodwill.

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Becoming crisis ready is a process. It's not something that just happens overnight. Fortunately, there's a method to this process that can take any organization, of any size, type, and industry, from their current level of crisis readiness, straight through to building an invincible brand—which is the ultimate benefit of being crisis ready.

~~Crisis Ready Model—Melissa Agnes—Crisis Management ...~~

No matter the size, type, or industry of your business, "Crisis Ready" will provide your team with insight into how to be perfectly prepared for anything life throws at you. Organizations that are crisis ready are more than just resilient. They're invincible. "Crisis Ready" is your roadmap to business invincibility.

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Melissa Agnes - Crisis Ready: How to Build and Invincible Brand - Expert Session ... The Crisis Ready Rule is: The longer you take to effectively respond to a crisis, the less of a crisis response penalty (CRP) you will suffer. ... Define issue vs. crisis, think about what can be prevented, plan to meet if the prevention plan doesn't work. OK ...

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~~Melissa Agnes—Crisis Ready: How to Build and Invincible ...~~

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The entire organization instinctively knows how to: Detect a rising risk/threat, Assess its impact on the organization, Respond effectively in a way that increases stakeholder trust in the brand. Crisis Ready: 3.

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No matter the size, type, or industry of your business, "Crisis Ready" will provide your team with insight into how to be perfectly prepared for anything life throws at you. Organizations that are crisis ready are more than just resilient. They're invincible. "Crisis Ready" is your roadmap to business invincibility.

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