

CRISIS AND OURSELVES

**BUILDING AN EFFECTIVE CRISIS
MANAGEMENT PROGRAM**



CRISIS MANAGEMENT WEBINAR SERIES



Gautier POROT

Security Director
International SOS





CRISIS MANAGEMENT MASTERCLASS



International SOS
Foundation

VIRTUAL TRAINING*

**CRISIS MANAGEMENT
RESPONSE AND LEADERSHIP**

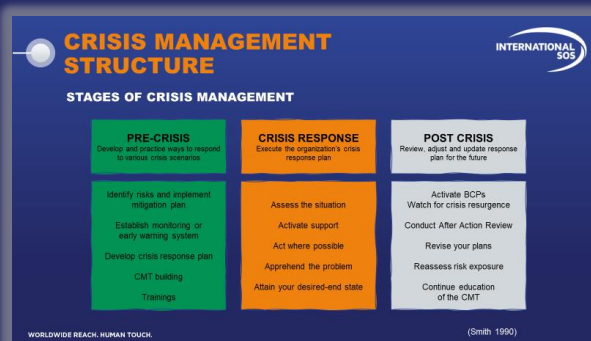
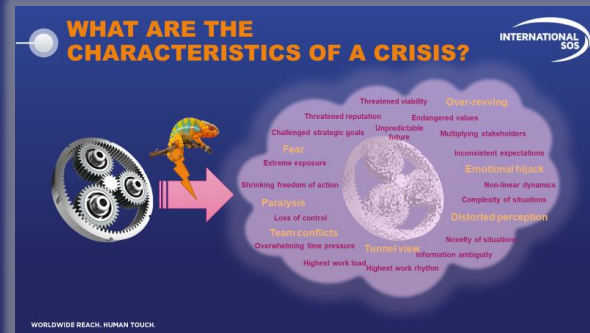
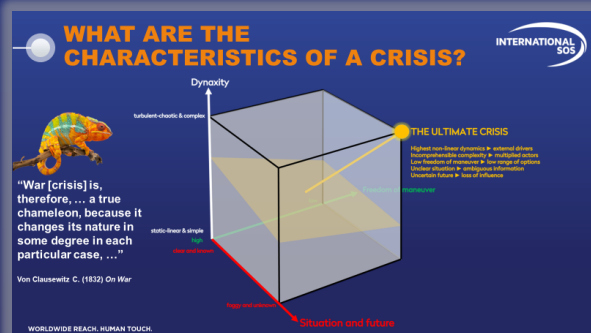
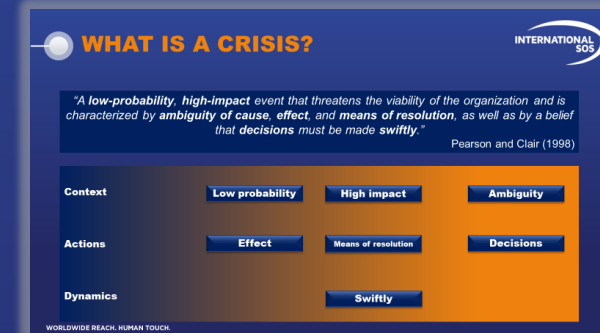
A course for individuals leading or part of their
organisation's crisis management team




Jan 24th – 28th live online

CPD
The CPD Certification Service

QUICK RECAP



How to be the solution and not a problem in times of crisis?

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FERTILE GROUND FOR CRISIS DEVELOPMENT





CRISIS ENVIRONMENT





BLIND SPOT GENERATOR



11 million information/sec,
processes only 40



“Brain goes on autopilot”
Determines who turn to for advice, who
we choose, ...




Using past experience as reference and
make assumptions... and all giving and
receiving of information...

leads to cognitive shortcuts
Horn/Halo effect



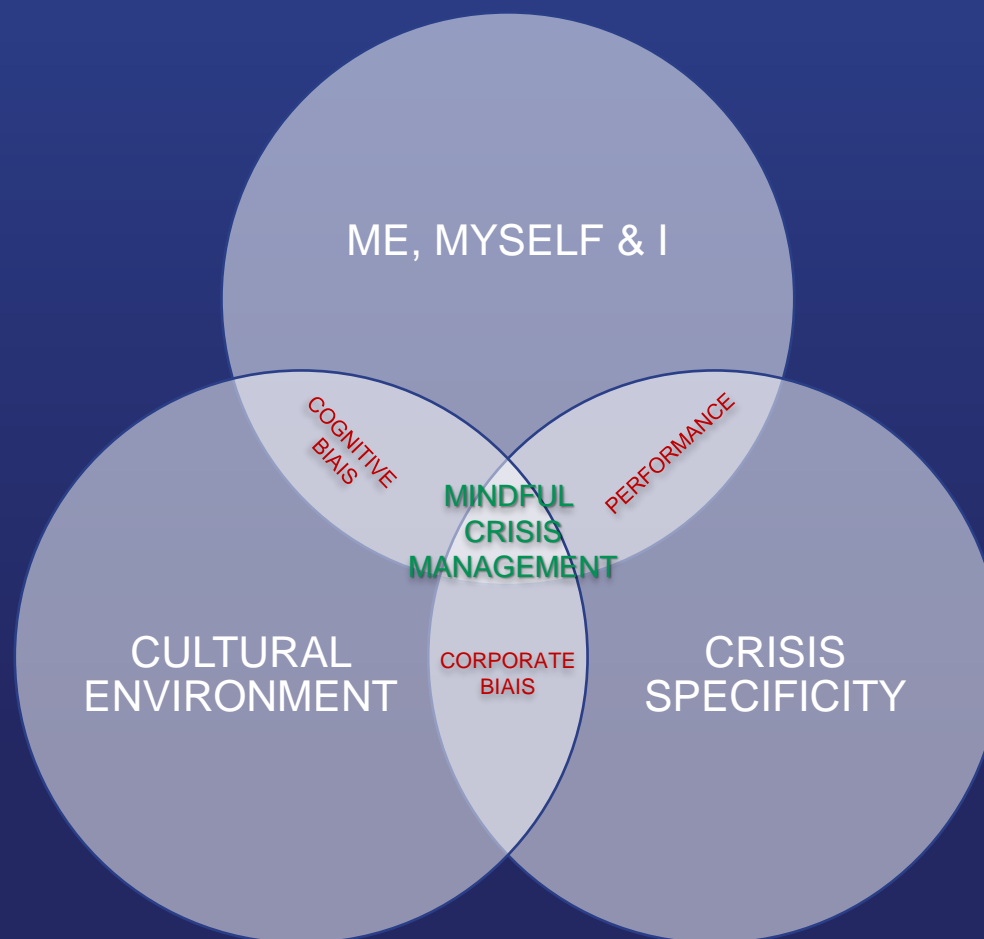
«Tunnel effect»
Misconceptions, snapped judgments
Leading to repetitive decisions, with identical
outcomes

What are the antidotes to avoid becoming the problem?

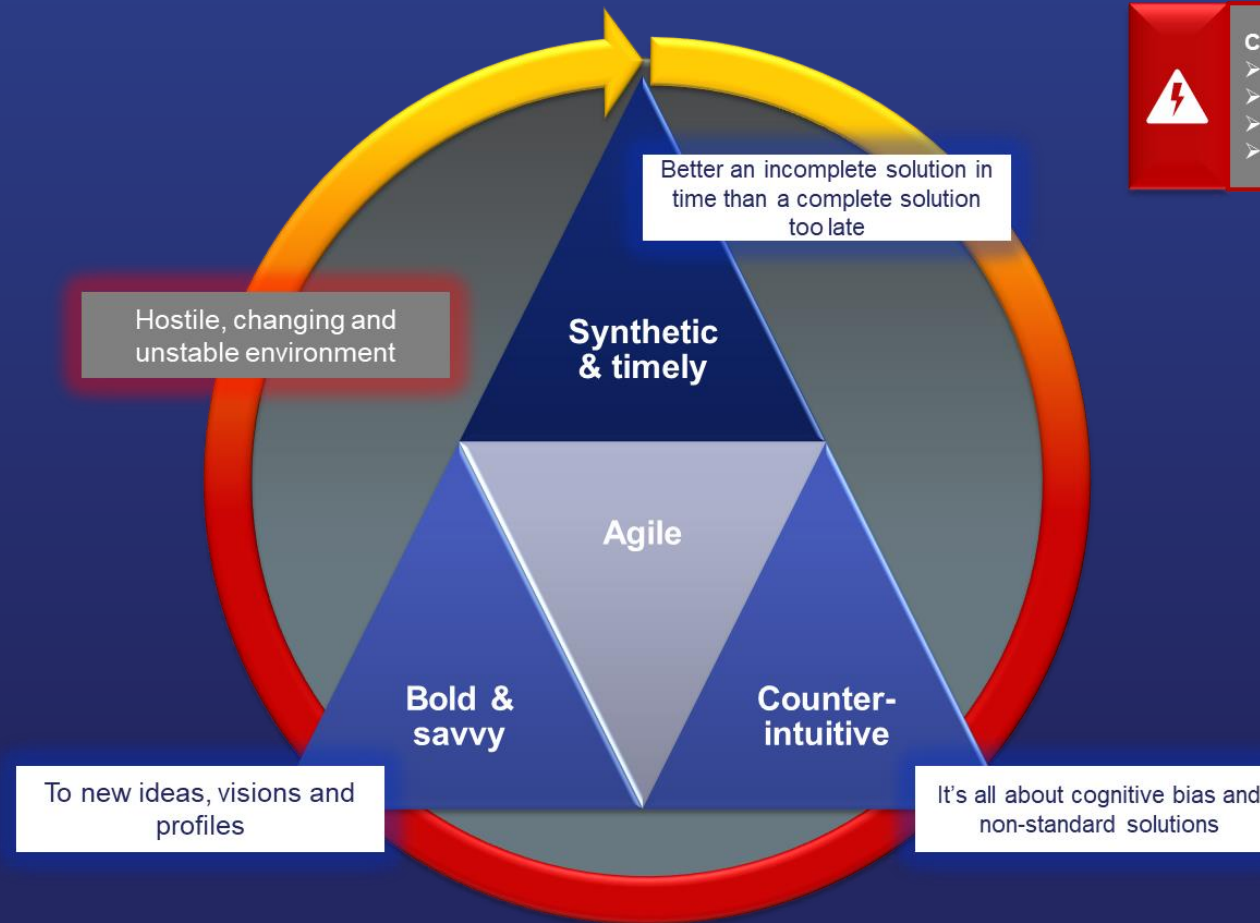
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ANTIDOTE N°1: KNOW THYSELF



ANTIDOTE N°2: HAVE THE RIGHT MINDSET

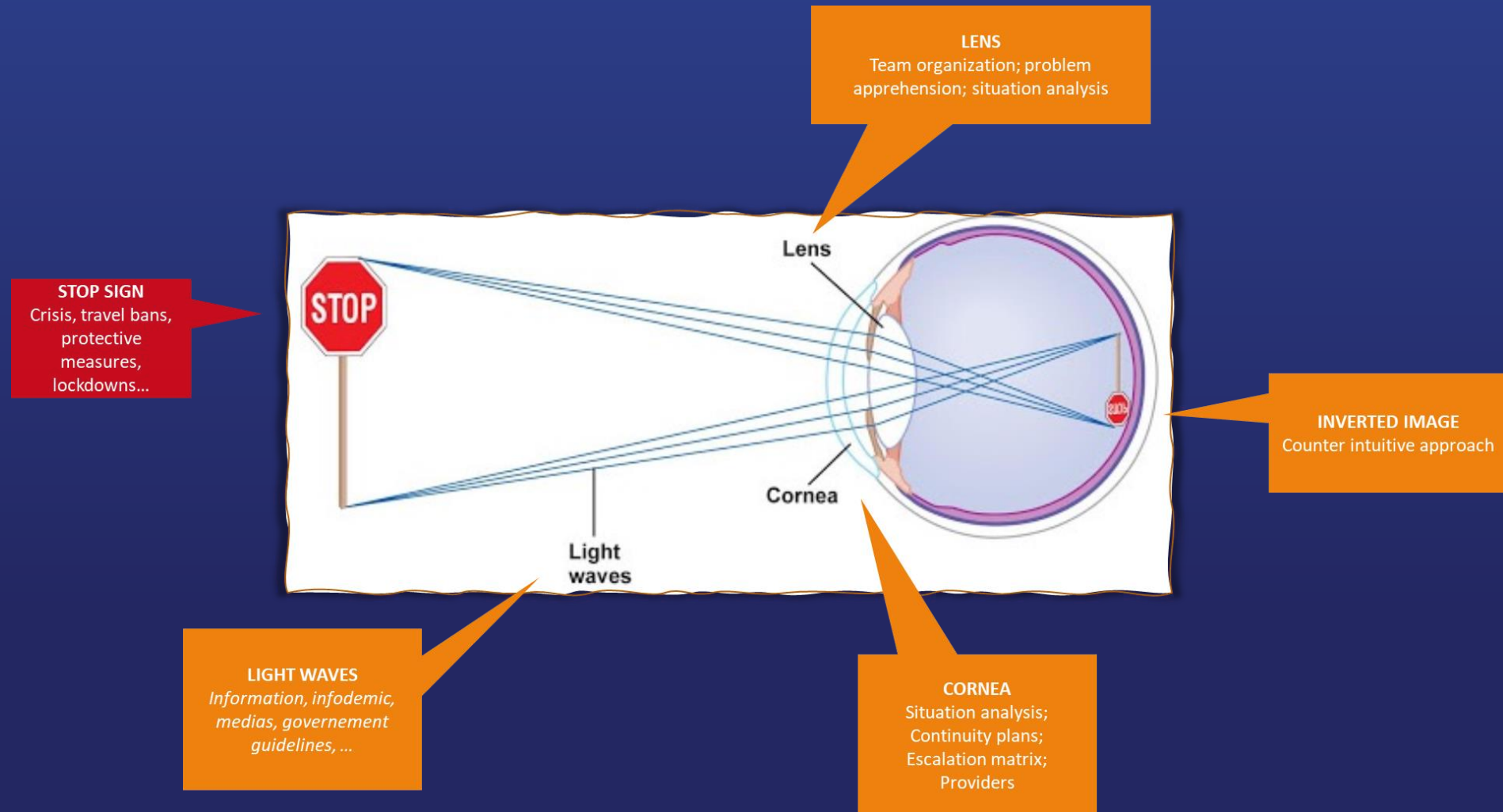




CM EXPERTISE PITFALLS

- Never ending semantic debates
- Refusing tactical dialogue
- Navigating through contradictions
- Taking things personally

ANTIDOTE N°3: BE COUNTER-INTUITIVE



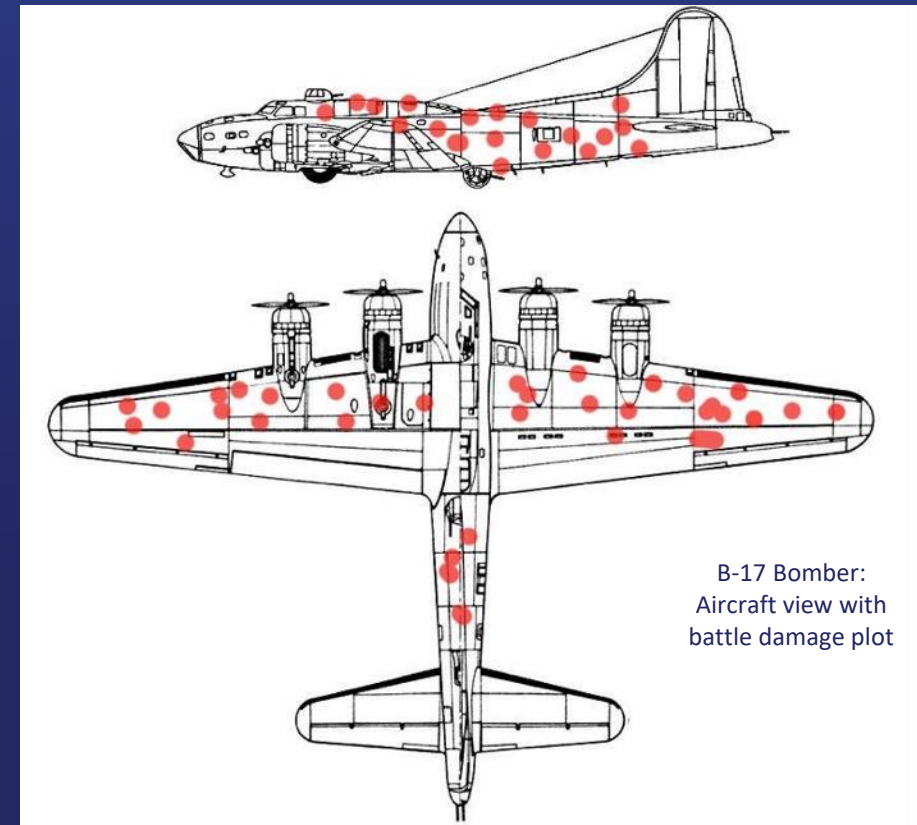
B17 CASE STUDY

- Dark days of WWII, when the outcome of the war was “still up in the air” over Europe.
- US Army Air Forces B-17 bombers had a staggering 41% loss rate.
- Idea was to use the data to make decisions about aircraft modifications, like armor.



Abraham WALD
1902-1950

MISSION FOR WALD:
Knowing that most of the aircraft are hit in these areas, where would you decide to reinforce their shielding ?



B-17 Bomber:
Aircraft view with
battle damage plot

B17 CASE STUDY

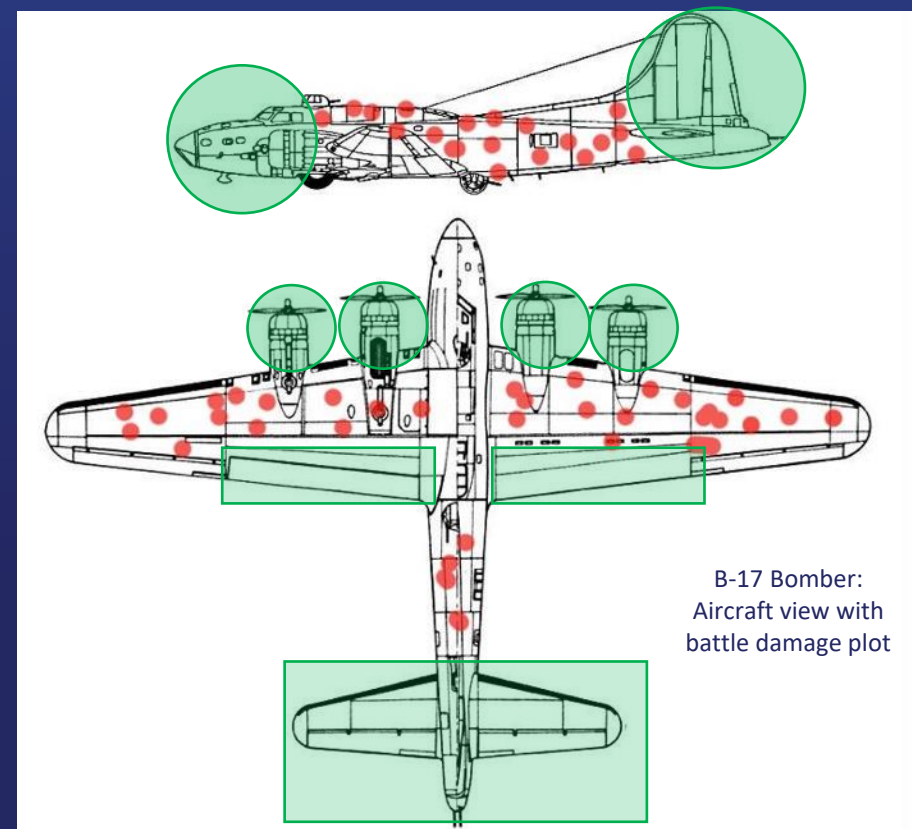
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1902-1950

“...if a plane makes it back safely even though it has, say, a bunch of bullet holes in its wings (...) what you really want to do is armor up the areas that, on average, don’t have any bullet holes. Because planes with bullet holes in those places never made it back. “

Abraham Wald



B-17 Bomber:
Aircraft view with
battle damage plot

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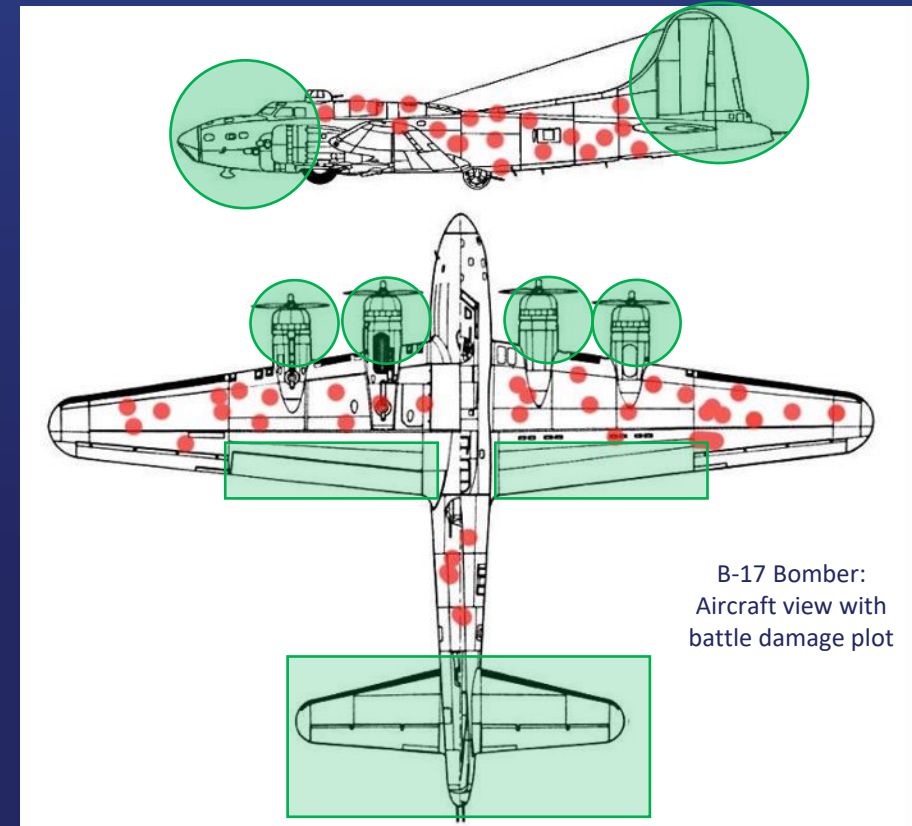


Abraham WALD
1902-1950



KEY TAKEAWAY

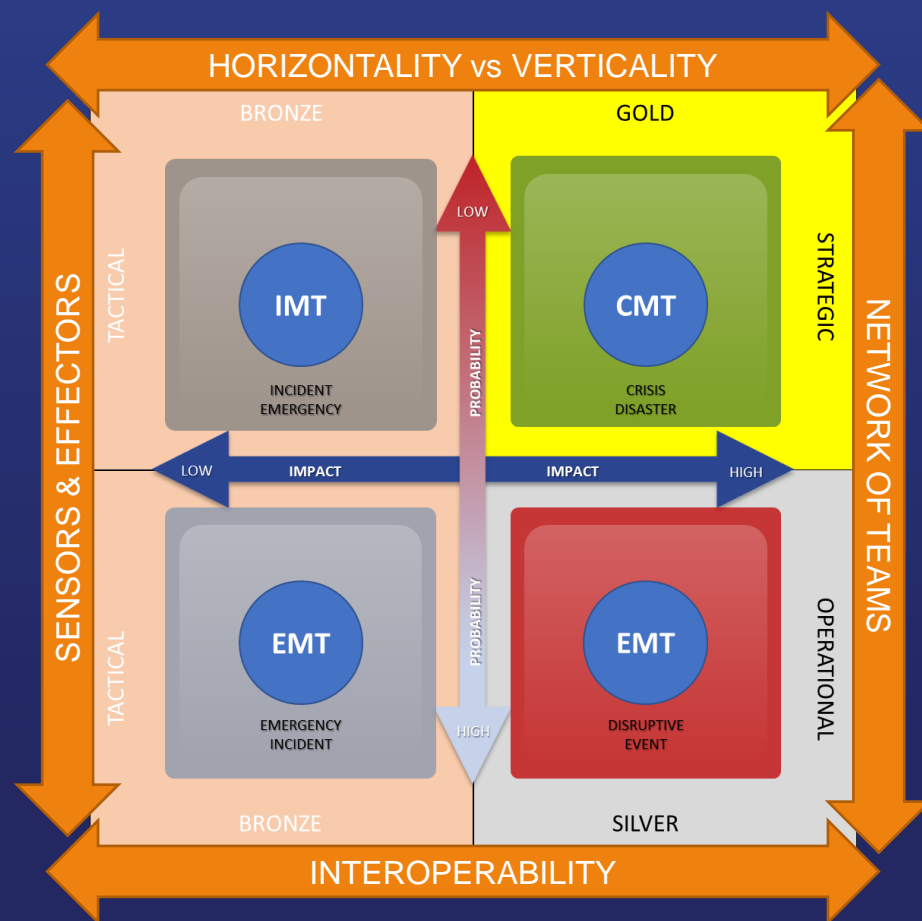
When making decisions based upon observations, strive for accuracy, not only in terms of the data, but also in terms of the subject under scrutiny!

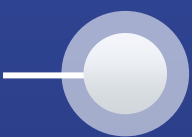


B-17 Bomber:
Aircraft view with
battle damage plot

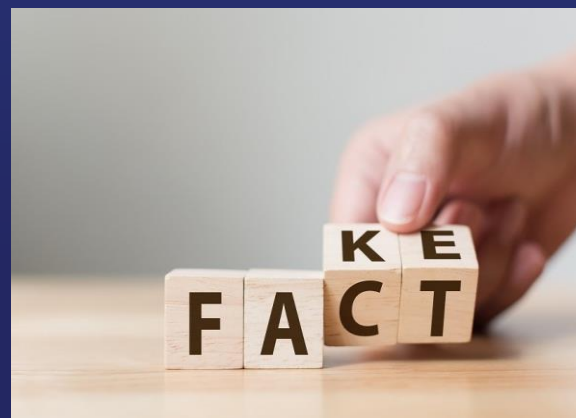
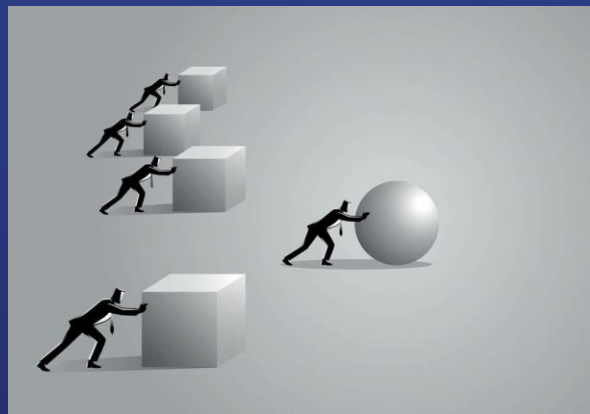


ANTIDOTE N°4: EMPOWER YOUR TEAMS





ANTIDOTE N°5: BE METHODOICAL





ANTIDOTE N°6: BE BOLD & SAVVY





6 ANTIDOTES RECAP



KNOW THYSELF

RIGHT MINDSET

COUNTER-INTUITIVE

EMPOWER TEAMS

METHODICAL

BOLD & SAVVY

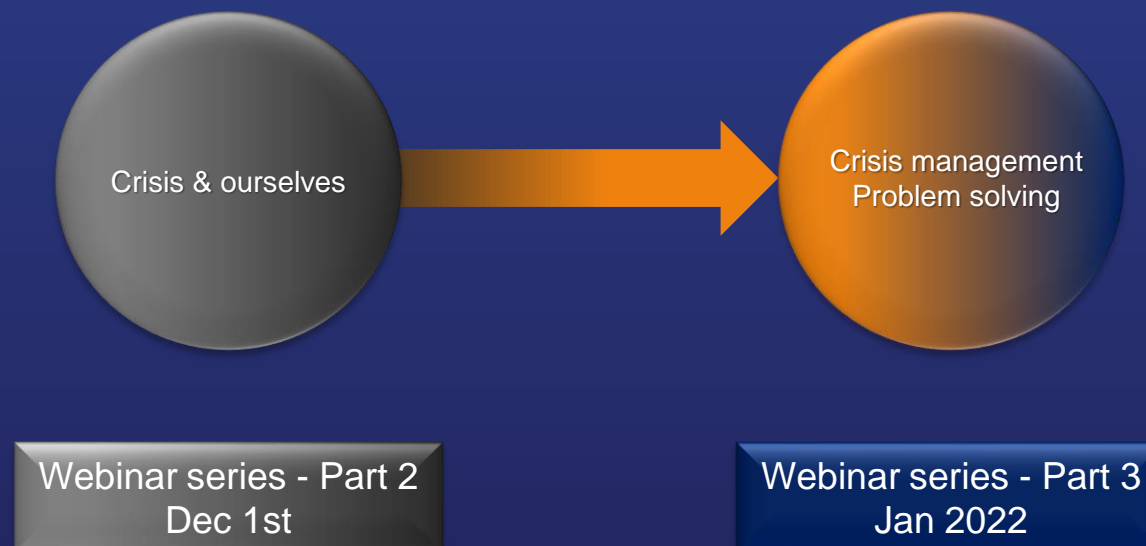


**All questions will be
answered in writing**

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SOS

Thank you

Follow up resources will be emailed to you shortly.

For any questions, please contact us:

switzerland@InternationalSOS.com

WORLDWIDE REACH. HUMAN TOUCH.