



With Your Host  
Tom Floyd

## SHOW HOST

**Tom Floyd**, founder and CEO of Insight Educational Consulting (IEC), is a dynamic business man and speaker, who has grown a multi-million dollar business guiding Fortune 500 companies in the implementation of change management, workforce performance, and learning solutions. The ultimate combination of a strategic visionary and project leader, Tom is cross trained in business strategy, focusing specifically on organizational change, human performance, and employee development.

## GUEST BIOS

**Len Biegel** is a crisis communications and management expert. He's helped hundreds of companies prepare for and respond to crises. His experience includes helping American Airlines with 9/11 and writing the Post-9/11 Crisis Communications Toolkit.

**Dr. Jack Harrald PhD** is the Co-Director of The George Washington University Institute for Crisis, Disaster, and Risk Management and a Professor of Engineering Management and Systems Engineering in the George Washington School of Engineering and Applied Science.

**Myra Jolivet** is Chief Communication and Marketing Officer of the American Red Cross of Greater Los Angeles. An experienced communications professional, Myra has worked in the non-profit, public and private sectors, and formerly served as the company spokesperson for Shell/Texaco.

**Larry Smith** works with organizations seeking to minimize the negative public reaction to a business crisis. In the early 80s, he served as Press Secretary to then-Senator Dan Quayle, guiding him through the media onslaught following the downing of a U.S. airliner over North Korea.

## Crisis Coaching

MONDAY NOVEMBER 26TH, 2007

11AM PT (2 PM ET)

*Disasters like 9/11, Hurricane Katrina and the October California Wildfires force first responders, investigators, law enforcement, community and corporate leaders to work together in ways they never would day-to-day.*

*Effective leadership is the hallmark of a successful response to a crisis. But it also requires exceptional levels of organization, communication, cooperation and commitment by everyone involved.*

*How can coaching help companies, community groups and public agencies ensure their people will be ready to take action when the worst happens?*

## HIGHLIGHTS

Last year, nearly a million volunteers of the American Red Cross and its 35,000 employees helped victims of almost 75,000 disasters and taught lifesaving skills to millions. From sudden crises including natural disasters and explosions to smoldering crises like class action lawsuits that can paralyze an organization, these catastrophes have a significant impact on the lives of those affected.

An October 2007 YouGov survey found world events and crises left 56% of people surveyed feeling powerless, 50% of people surveyed feeling angry, 35% of people surveyed feeling anxious and 26% of people surveyed feeling depressed.

Are today's corporations and small to medium sized businesses prepared to handle a crisis when it occurs?

And how are coaches who specialize in crisis prevention and response working with organizations to prepare and guide leaders through these catastrophic events?

Our panel of experts address these questions and more.

Highlights of the show include:

- How organizations like the American Red Cross have handled current crises like the Southern California Wildfires.
- Why many businesses aren't prepared to handle a catastrophe or crisis.
- The competencies and skills leaders must possess to respond effectively to a crisis situation.
- How coaches are developing leaders in crisis prevention and response.
- The role coaches are playing in crisis management training.
- Success stories of how organizations have responded positively to crisis situations.

For more information on **Insight on Coaching**, feel free to contact Tom directly at [tfloyd@ieconsulting.biz](mailto:tfloyd@ieconsulting.biz)

*"COMPANIES SUFFER TERRIBLY IF THEY ARE PUBLICLY HELD AND MISHANDLE A CRISIS. LOOK AT THE COMPANIES THAT ARE NO LONGER AROUND. A.H. ROBBINS, THE MAKER OF ROBITUSSIN COUGH MEDICINE, IS NOT AROUND ANYMORE BECAUSE THEY MISHANDLED A PRODUCT CRISIS SEVERAL YEARS AGO. LOOK AT UNION CARBIDE AND BHOPAL, THERE IS NOTHING LEFT."*

**LEN BIEGEL**

*"ONE OF THE MOST DIFFICULT THINGS IS TO LEARN FROM OTHER PEOPLE'S EXPERIENCES. WE CAN WATCH WHAT HAPPENED TO PEOPLE IN NEW ORLEANS AND STILL NOT REALIZE WE NEED TO PREPARE OURSELVES. THE BIAS IS THAT IT HASN'T HAPPENED TO US, SO IT CAN'T HAPPEN TO US."*

**DR. JACK HARRALD PHD**

*"WE CAN PREPARE COMPANIES TO RUN THEIR OWN SHELTER IF NECESSARY. WE ALSO HAVE A NUMBER OF PARTNERSHIPS IN THE BEGINNING STAGES WITH CITY AND COUNTY GOVERNMENTS. WHEN WE PARTNER WITH OFFICES, WE PROVIDE HANDS-ON COACHING, AND WE WANT MORE COMPANIES TO TAKE ADVANTAGE OF THAT."*

**MYRA JOLIVET**

*"EVERY ORGANIZATION AND INSTITUTION HAS GOT TO HAVE THREE CRISIS PLANS. AN OPERATIONAL CRISIS PLAN, A COMMUNICATIONS PLAN, AND A CONTINUITY OR RECOVERY PLAN TO HELP GET YOU BACK IN BUSINESS. IF YOU HAVE THESE THREE AND HAVE THEM INTEGRATED, YOU'RE ONE LEG UP ON EVERYBODY ELSE."*

**LARRY SMITH**

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