



CRISIS READY COMMUNITY

Guidelines

June 2020

You can be successful alone. Or, we can be game changers together.

Through the intricate work I do in helping organizations in nearly every industry become Crisis Ready™, I've seen first-hand how embedding a Crisis Ready™ Culture strengthens everything from brand experience, to employee morale, stakeholder trust, business operations, profitability, and so much more. I've watched as organizations strengthen their stakeholder relationships and augment the positive impacts of their brands on the lives of those they serve.

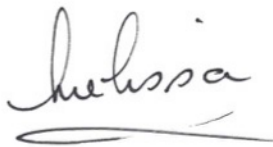
These experiences in working with organizations have led to my firm belief that if every organization were Crisis Ready™ —for all of what it means to be truly Crisis Ready™—that we would live in a kinder, safer, more balanced world.

And that's a world that I would like to live in.

As such, building a Crisis Ready™ world has become both my passion and my mission. But in order to achieve this mission I need your help, because a Crisis Ready™ world cannot be accomplished by one individual or entity alone. Instead, it requires a community of like-minded professionals to come together, collaborate, discuss emerging trends, challenge and evolve status quo and, ultimately, elevate the profession and extend the positive impacts that crisis readiness provides and delivers.

Below you will find an overview of the Crisis Ready™ Community and its guidelines. If you align with the Community's guiding principles and the ultimate mission of building a crisis resilient world, then we'd love to have you join us and we look forward to learning more about you, your work, and any challenges that we as a Community can support you through and help you conquer.

To your resilience,



Melissa Agnes
Founder and CEO, Crisis Ready Institute

About the Crisis Ready™ Community

The Crisis Ready™ Community is founded on the guiding principle that crisis readiness is a cross-organizational responsibility, mindset and practice that needs to be engrained into the very culture of every organization. The Community is dedicated to breaking down silos and connecting and collaborating with other experts, with the aim of continuously elevating best practice standards for the profession and the world.

The Crisis Ready™ Community provides a space for like-minded professionals that have varying forms of responsibility in their organization's crisis management, crisis communication, emergency management, and business continuity to come together. Within the Community, we share insights, support one another's objectives, collaborate together, discuss emerging trends, challenge status quo and, ultimately, elevate and progress the profession and continue to develop and hone best practice standards.

The Community brings together professionals from the corporate world, the public sector, consultants, and professors—each with differing backgrounds, experiences, and expertise, and all with a shared vision and passion for working together to build a crisis resilient world. Currently, these varying sectors are siloed and rarely take part in the same discussions. Meanwhile, they would have a world of advantage—as would the world—if we could break down the walls that segregate them and bring these brilliant professionals together to learn from one another and grow together. The Crisis Ready™ Community is dedicated to doing precisely that.

Crisis Ready™ Community Guidelines

The following guidelines are designed to help the Community foster and protect this safe space so that members feel invited and supported to share, engage, and collaborate. Community members are expected to adhere to, respect, and help enforce these guidelines for the benefit of the whole. As the Community grows and evolves, so too will these guidelines. As this happens, the Community's administrative team will always provide members with an announcement and a link to the amended guidelines.

Respectful engagement

This Community is dedicated to cultivating a safe space for professional development and engagement. Therefore, the guiding principle is that what is shared within the Community stays within the Community, unless consent for sharing has been granted or the information is already public. Furthermore, every member is expected to conduct themselves professionally and compassionately. There is zero tolerance for discriminatory or abusive conduct of any kind, as well as any disregard for respect of privacy or confidentiality.

The Crisis Ready™ Community is guided by the Institute's [privacy policy](#) and [terms of service](#).

Commitment to privacy and confidentiality

While Community members are committed to adhering to the Institute's [privacy policy](#), [terms of service](#) and the Community's guidelines, and while Slack takes care to [protect user data and information](#), it is always your responsibility to use the platform and engage with the Community responsibly. This means you should never post or share names or intimate / recognizable details or information about your organization or your clients that are or can be considered classified, trade secret, proprietary, or confidential, without prior written consent from the appropriate parties.

Active participation

We are building an active community of industry leaders who share a passion for working together to progress the profession forward. We want this Community to be beneficial to every member and in order to accomplish this, we encourage active participation and contributions.

If you have questions, are experiencing challenges, experience a win or professional success, come across an interesting article that will benefit the group, are contemplating emerging trends in the industry—this Community is built to support you, to help you answer those challenging questions, to join in the celebration of your triumphs and to actively discuss important topics, so please share!

No solicitation

Building your network is important for your business and your career. The Crisis Ready™ Community is a wonderful place to help you do this. That being said, members do not join this Community to be solicited too. Therefore, in order to share or announce any of your services or offerings within the Community, you must first seek permission from the Community's administrative team by sending an email to: community@crisisreadyinstitute.com.