



# CRISIS READY™ COACHING PROGRAM

Elevating status quo to create a crisis resilient world.



2020 has been a year filled with challenges and change. If you're like most professionals, you are in the process of trying to figure it all out. What does this 'new normal' really mean and how do you adapt your business to thrive through it, emerging stronger and braver than ever?

You're probably in the midst of doing a lot of reading, watching webinars hosted by different companies, and consulting with a range of experts—from legal professionals for a grasp on the liabilities, exposures and complications, to crisis management experts for support on the operational aspects of workplace re-entry, to PR firms for tips and strategies on communication techniques, to diversity and inclusion experts to better grasp the internal changes that you may be exploring, and the list goes on.

What if you could gain access to all of the experts you need, all in one place, as you need them? What if you could be supported by a community of peers who are facing similar challenges and, together, you could gain the foresight needed to make smart decisions as you move forward? What if you could relieve some of the stress, knowing that you're on the right path and enabling you to invest more time and energy in the other aspects of your life that matter to you?

The Crisis Ready™ Coaching Program is an unparalleled program designed to bring you all of this and more.

**Our aim is simple: To provide professionals with strategic support as they navigate the complexities of the current state of the world.**

## Join the Crisis Ready™ Coaching Program and gain instant access to:

**This Crisis Ready™ Coaching Program is designed to help you build brand resilience as you adapt to—and learn to thrive through—the new realities of a post-COVID world.**

- Industry-leading experts and coaches
- Collaborative virtual meetings with peers
- Virtual round-table discussions
- Master classes
- Resources that provide 'how to' frameworks rather than theory
- Support as you implement and adapt
- Strategic advantages that strengthen your brand equity

# What's included within this Coaching Program?



## PROFESSIONAL TRAINING

The Crisis Ready™ Model is recognized as leading industry best practice in both the private and public sectors, and is taught in higher education curricula around the world, including at Harvard University.

Core aspects of this professional training is provided as part of the Coaching Program, in order to help you strengthen your own skillset and knowledge, along with your organization's capabilities.



## EXPERT ACCESS AND COACHING

Don't go at any of this alone. Live group coaching sessions each month with world-renowned experts, as well as weekly live Q&A's to help you strategically navigate business complexities as they happen, and build out your overall crisis readiness and brand resilience.



## MASTER CLASSES

The Crisis Ready Institute has access to a wealth of leading experts in all areas of crisis readiness—from crisis communication, to business continuity, cybersecurity, specialized attorneys and the list goes on.

This Coaching Program brings you this access regularly, providing you with well-rounded support for any given moment.



## NETWORKING AND SUPPORT

The networking opportunities at conferences are known to be people's favorite aspect. Imagine having those same opportunities all year round, 7 days a week, as you need or want them.

This Coaching Program provides a virtual place to meet like-minded professionals, continue the conversations we have in our live coaching and master class sessions, discuss real-world events, and gain support from peers faced with similar challenges and experiences.



## ACCESS TO THE CRISIS READY™ COMMUNITY

The Crisis Ready™ Community is an existing community of global experts across industries and sectors, all with a shared interest in crisis readiness. The Community is a safe space for us to come together to collaborate, discuss world trends, gain support, attend monthly Mastermind sessions, and more.

By joining this Coaching Program you gain instant access to this existing Community of professionals and experts.



## DEDICATED RESOURCES

Don't reinvent the wheel. Gain access to proven worksheets, flowcharts, Crisis Ready™ checklists and formulas, all designed and tested to provide you with dedicated resources for successfully strengthening your crisis readiness and resilience.



## DIGITAL COPY OF CRISIS READY, BY MELISSA AGNES

*Crisis Ready*, written by Melissa Agnes, is ranked amongst the top crisis management books of all time, was named as one of the top 10 business books of 2018 by Forbes, and provides the roadmap for embedding a Crisis Ready™ Culture to build out true brand resilience. It is taught in colleges and universities around the world, including at Harvard University.



## Limited Time Bonus Offer

Enroll before July 30th, 2020, and also benefit from a bonus call with Melissa Agnes to discuss your particular challenges, receive specific suggestions and feedback, and set clear goals and objectives to gain the most possible value out your Coaching Program experience.

## Who this Coaching Program is for

### If you...

- ✓ Are responsible for helping your organization navigate the challenges of workplace re-entry and the other impacts of this global pandemic;
  - ✓ Are responsible for any area of your organization's overall crisis readiness;
  - ✓ Want to hone your crisis management and communication skills;
  - ✓ Want to make sure your crisis readiness meets industry best practice standards in accordance with the new normal;
  - ✓ Want to benefit from unparalleled access to leading global experts;
  - ✓ Want to benefit from a peer group that will help to hold you accountable to your goals and offer strategic support for your efforts along the way;
- and/or
- ✓ Are committed to the mission of helping your organization implement a crisis ready culture...

Then this Coaching Program is precisely right for you.

## Meet your lead coach



### Melissa Agnes, Founder and CEO of the Crisis Ready Institute

- Recognized globally as an expert, thought-leader and visionary in the field of crisis management.
- Has worked with global players, including NATO, the Pentagon (DoD), Ministries of Foreign Affairs and Defense, financial firms, technology companies, healthcare organizations, cities and municipalities, law enforcement agencies, aviation organizations, global non-profits, etc.
- Author of *Crisis Ready: Building an Invincible Brand in an Uncertain World*—ranked amongst the leading crisis management books of all time and named as one of the top ten business books of 2018 by Forbes.
- Creator of the Crisis Ready Model—which is recognized and being taught as leading industry best practice in universities and higher education curriculums around the world, including at Harvard University.
- Sits on the panel tasked with developing the International Standard for Crisis Management— ISO 22361, Guidelines for developing a strategic capability.
- Visiting scholar at D'Youville University, where she co-created and co-teaches a Crisis Ready Program for young college students.
- Sits on Police Professional Standards, Ethics and Image Committee for the International Association of Chiefs of Police.
- Global Advisor for The Institute for Strategic Risk Management (ISRM), a global player established to help progress and promote the underlying understanding and capabilities associated with strategic risk and crisis management on a global scale.
- Leading international keynote speaker on the subject and TEDx alumna.
- Founder of the Crisis Ready™ Community.

## What Coaching Program participants say

*"This program has met our needs and is precisely what we expected and hoped for. The balance of theory, reality-based strategies, and interactive real-time application is a great medium to further our learning and outcomes."*

*"I love being able to talk to Melissa directly and pick her brain during our coaching sessions and the fact that she stays on the line for 15 minutes after the session is completed for any additional questions. Thank you for doing that!"*

## Join the Crisis Ready™ Coaching Program

Right now, professionals across industries, sectors, and the globe need access to experts, support, and best practice strategies to put their organization in the best possible position as they navigate the complexities of the current state of the world.

We'd love to further discuss the benefits of membership with you.

Visit [CrisisReadyCoachingProgram.com](https://CrisisReadyCoachingProgram.com) to submit your details and we'll be in touch to discuss your team and your specific needs and requirements. We look forward to speaking with you!

**The new normal is complex and is here to stay. Don't go at it alone. Join a cohort that understands your challenges and is here to help you succeed.**

**ENROLL  
TODAY**

[CrisisReadyCoachingProgram.com](https://CrisisReadyCoachingProgram.com)