

# Welcome to... The Crisis Ready® AI Launch Webinar (Party)!!

Discover How To Lead With Calm and Clarity in Every High-Stakes Moment



# Melissa Agnes

*Founder & CEO, Crisis Ready Institute*

- ✓ I've been specializing in crisis communication / crisis leadership for 15 years.
- ✓ I've worked with global players, including NATO, the Pentagon (DoD), Ministries of Foreign Affairs and Defense, financial firms, tech companies, healthcare organizations, cities and municipalities, law enforcement agencies, insurance organizations, global non-profits, and many others.
- ✓ In 2020, I founded Crisis Ready Institute, where our mission is to:

**Reduce pain and suffering** during times of change, challenge, chaos, and crisis, by empowering leaders with next-level high-stakes communication and leadership skills.



## Known as a Visionary and Thought Leader in this Space

- ✓ International keynote speaker and a TEDx alumna
- ✓ Award-winning entrepreneur and thought-leader:
  - 100 Women to KNOW in America Award, 2025
  - 2025 Top 40 Thought Leaders in Security & Life Safety
- ✓ I sit on the Board of Directors for ZeroNow, a non-profit organization committed to ending harmful events in schools.
- ✓ I sat on the panel tasked with developing the International Standard for Crisis Management— *ISO 22361, Guidelines for developing a strategic capability.*





## My book: *Crisis Ready: Building an Invincible Brand in an Uncertain World*

- ✓ My book is taught at dozens of colleges and universities around the world, including at Harvard University.
- ✓ Ranked amongst the leading crisis management books of all time, by *Book Authority*.
- ✓ Named one of the top ten business books of 2018 by *Forbes*.
- ✓ Continues to sell out, worldwide.



HARVARD  
UNIVERSITY

**Forbes**

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# Tom Compaijen

CEO FirstRing

- ✓ 15+ years as crisis communication consultant and trainer
- ✓ Advised/trained over 100 crisis teams, including national ministries, police, nuclear authority, and major cities
- ✓ Author: *The Seven Principles of Crisis Communication*
- ✓ Real-world crisis veteran: COVID-19, MH17, terror threats, presidential visits, NATO Summit, and more
- ✓ Founder, Compaijen C&C and AI4Cri (FirstRing); crisis podcast host
- ✓ Integrates neuroscience, empathy & strategy for humane, effective comms
- ✓ Reserve Officer, Netherlands Army; frequent international speaker and media guest (NPO Radio, De Volkskrant, etc.)



# Anne Vrolijk

*CCO FirstRing*

- ✓ Crisis comms strategist and trainer, Co-Founder of AI4Cri (First Ring), Co-Owner of Compaijen C&C
- ✓ Deep background in communication, EdTech innovation, and commercial leadership
- ✓ Former marketing & sales leader in Dutch tech and education industries
- ✓ Globally trained: Brazil & the Netherlands
- ✓ Specialist in turning complexity into clear, actionable team solutions
- ✓ Master's (distinction) in Book & Digital Media Studies, Leiden University
- ✓ Committed to “communication that saves lives” and makes work easier

# Maarten Sukel

*CTO FirstRing*

- ✓ AI expert, PhD in machine learning, 2024
- ✓ Author: *The AI Revolution: How Artificial Intelligence Is Changing Society*
- ✓ Extensive public and private sector AI implementation experience
- ✓ Founder, The AI Factory—driving responsible AI at scale
- ✓ Bridging technical and ethical AI: delivers clear, actionable insights and real-world case studies
- ✓ Trusted keynote speaker and advisor for forward-thinking organizations



# Our World Today...

- In 2024, **75% of organizations** faced at least one high-stakes communication incident requiring immediate internal or public response.  
*(BCI Emergency & Crisis Communications Report 2025)*
- **86% of employees** say communication failures are the root cause of workplace mistakes—costing businesses over \$1.2 trillion each year.  
*(Pumble, 2025; Grammarly/Harris Poll, 2025)*
- When a response misses the mark, companies **lose an average 25–35% in trust equity within months** (CRP).  
*(Edelman, 2024; BCI, 2025)*



# Our World Today...

- On average, organizations take **21 hours to respond to a high-stakes situation**, but more than **25% of them** are already picked up by international media within the first hour and **66%** reach media worldwide within 24 hours.  
*(Mach1 Group, 2022; Dataminr, 2024)*
- According to recent studies, around **1 in 5 business leaders report losing business due to poor communication**, while nearly double that (**43%**) say effective communication has helped them gain new business.  
*(Grammarly/Harris Poll, 2024)*

# Our World Today...

- **Poor communication is a major hidden cost**, leading to decreased productivity (40%), extended project timelines (37%), and significant financial impact (32%) across organizations.  
*(Pumble, 2025)*
- **High emotional intelligence in leadership improves team performance by up to 25%** and helps leaders make better decisions during crisis situations, balancing emotional awareness with rational thinking.  
*(MHS, 2025; Psico-Smart, 2025)*

# The Challenge Is Real

- The fear of getting it wrong when every word matters
- The isolation of carrying your organization's reputation on your shoulders
- The exhaustion of knowing every notification could ignite a storm
- The frustration of not having a seat at the table when decisions are made
- The need to expand your team's capacity and impact, without the resources to do so



# ... And The World Is Just Getting Harder

- Society is more polarized than ever
- Every communication is scrutinized through emotional, political, and social lenses
- What used to be routine messaging now carries real risk
- Stakeholders are primed to react, not respond
- AI is increasing both the risk and the pressure at an unprecedented rate

# The Time Pressures are Also Real

- You can't wait days for decision-making or support
- You can't spend hours engineering the perfect AI prompt
- You can't afford to get it wrong *while* you figure it out
- The Crisis Response Penalty (CRP) compounds every hour

# Every Communication is Seemingly “High-Stakes” Today

**High-stakes communication, as defined by Crisis Ready<sup>®</sup>, refers to:**

*Any communication scenario where the consequences of getting it wrong are significant and immediate for reputation, trust, relationships, operational effectiveness, or stakeholder wellbeing.*



# Examples include:

- Board and Investor Relations
- Customer-Facing Situations
- Employee Communications
- External Stakeholder Moments
- Crisis Situations

That's a lot!



**This chaos is also the greatest opportunity for authentic leadership that we've seen in decades.**





# People are desperate for connection, safety, and leadership they can trust

Your stakeholders are waiting for leaders who will:

- ✓ Show up with presence and empathy, even under pressure
- ✓ Validate real emotions to create unity rather than division
- ✓ Guide through uncertainty with competence and care
- ✓ Create calm instead of amplifying fear

# That's why we created this High-Stakes Communication Eco System to support you!

Skills Without Support = Burnout 🤔

Support Without Skills = Dependency 😞

Skills + Support = Transformation 🚀

# Skills

+

# Support

Our **Crisis Communication Certification** builds deep expertise. You learn the frameworks, emotional intelligence, strategic thinking, and genuine competence that makes you excellent at this craft.

**Crisis Ready® AI** extends that expertise in real-time, 24/7, supporting you in the moments when you need it most, teaching you as it helps you, and building your capabilities with every interaction.



# What Clients Say...

“

**Flabbergasted!** So complete, so fast, so good. You can deliver the same quality in your crisis communications team with significantly fewer people.

— Frank Vergeer, Crisis Communication Expert and Trainer, former police officer, and former co-founder of InConnect. Mentor and inspiration to many in the profession

# What Clients Say...

“

**This is life changing!**

— Vera Santana, Communications & Development Coordinator bij  
Cultural Emergency Response

# CRISIS READY® AI DEMO

[CRISISREADYINSTITUTE.COM](https://crisisreadyinstitute.com)





# Crisis Ready® AI

The world's first AI platform built specifically for high-stakes communication

Integrated with Crisis Ready® methodology (taught at Harvard), emotional intelligence frameworks, and multi-AI technology (Claude, ChatGPT, Gemini).

## What makes it different:

- ✓ Delivers strategic guidance within seconds
- ✓ Validates stakeholder emotions using the Crisis Ready® Formulas and Frameworks (tested and recognized globally)
- ✓ Supports YOU in regulating your nervous system and channeling emotions strategically
- ✓ Teaches the WHY behind every recommendation, building your competence in real-time
- ✓ Available in multiple languages, accessible on any device
- ✓ Extends your team's capacity without adding headcount

# Your High-Stakes Communication Ecosystem

- ✓ Gain the skills to navigate any high-stakes moment with confidence
- ✓ Receive 24/7 support that extends your capacity without adding team members
- ✓ Create a ready-to-use internal program for your team and culture
- ✓ Get to continuously learn and strengthen your expertise
- ✓ Become capable of handling multiple high-stakes moments simultaneously without burning out
- ✓ Obtain the tools to gain leadership buy-in for the strategic approaches you know are right

# The Investment In Your Skills, Capacity, and Success

## Crisis Ready® AI:

- Corporate rate: \$5,500 USD / year
- Consultant rate: \$15,000 USD / year



# The Founding Member Offer!

Valid for the month of November only

## Crisis Ready® AI:

- Corporate rate: ~~\$5,500 USD / year~~ → \$4,500 / year for 2 years (\$2,000 savings)
- Consultant rate: ~~\$15,000 USD / year~~ → \$10,000 / year for 2 years (\$10,000 savings)

... and that's not all!

# The Founding Member Bonuses!

- ✓ Founders rate pricing locked-in for 2 years (AI)
- ✓ \$500 one-time activation fee, waived
- ✓ 5 seats (AI) instead of 3 seats
- ✓ Lifetime access to “Thriving Through Controversy” Masterclass
- ✓ Bonus access to 3 Crisis Comms learning sessions to support your skills development and AI use
- ✓ Bonus meditative drop-in tracks
- ✓ Direct input on platform enhancement
- ✓ Exclusive live AMA with Crisis Ready® team after 2 months
- ✓ Priority support and first-time feature access for life

Over \$2,500 savings

\$47 savings

\$550 savings

\$55 savings

**OVER \$3,150  
SAVINGS!**

# Special AI + Certification Bundle

Because: Skills + Support = Transformation 🚀



# Crisis Communication Certification

The only certification that blends real-world crisis leadership with proven emotional intelligence frameworks.

Built by the creator of the Crisis Ready® Model (taught at Harvard, trusted by global brands).

## What makes it different:

- ✓ Self-paced with regular live cohort engagement
- ✓ Skill-building that outlasts any template
- ✓ Human-reviewed, expert-led feedback and mentorship
- ✓ Certification earned through real transformation, not just a quiz
- ✓ Bi-weekly interactive sessions to build confidence and readiness

## What Clients Say...

“Your program truly fortified my mindset, skillset, and capabilities in the crisis comms space and I now feel empowered to take on crises for my clients. I’ve been a communicator for nearly 20 years, and I wish I had known about you sooner! Each lesson was thoughtful, detailed, and easy to understand. The group of experts you assembled was a huge value add that I didn’t expect. This program was well worth the investment.”

— Gina Kremer Cannon, Independent PR Consultant

# What Clients Say...

“ Don't hesitate to sign up for this program. Whether you have years of experience or are just starting out in crisis communications, you will gain insights to help you prevent, prepare for, and respond to any emergency.”

— Anita J. Foster, Executive Director of Communications, Arlington ISD



# Special AI + Certification Bundle

Add 1 Certification enrollment for only **\$1,500 USD (\$950 savings)**  
**AND 20% discount** on any additional team enrollments!

## Still includes:

- ✓ Founders rate pricing locked-in for 2 years (AI)
- ✓ PLUS \$500 one-time activation fee, waived
- ✓ 5 seats (AI) instead of 3 seats
- ✓ Lifetime access to “Thriving Through Controversy” Masterclass
- ✓ Bonus access to 3 Crisis Comms learning sessions to support your skills development and AI use
- ✓ Bonus meditative drop-in tracks
- ✓ Direct input on platform enhancement
- ✓ Exclusive live AMA with Crisis Ready® team after 2 months
- ✓ Priority support and first-time feature access for life

Over \$4,100 USD  
SAVINGS!

Valid until Nov. 30<sup>th</sup>, 2025

# What Clients Say...

“

**Big Step Forward!** This is not just a big step forward  
- it's the future in crisis comms.

— *Sergii Bidenko, award-winning crisis and reputation advisor to Ukrainian  
and international businesses*

# What Clients Say...

“ This is a program that allows you to think about crisis communication in a structured way, without forgetting about emotions or communicating with emotional intelligence. Perfect combination of the two worlds. I strongly recommend it for those who are starting or consulting in Crisis Communication.”

— Elsa Lemos, Crisis Communication Expert, Portugal



## What Clients Say...

“ The Crisis Ready Program synthesized all of the best practices required for issues managers and crisis communicators to mitigate risk to their agency/institution. From the breadth of topics covered to the depth of experience of the guest speakers—this is an unparalleled package of training. Highly recommend!”

— *Jennifer Hartman, University of Toronto Mississauga*

# What Clients Say...

“ This program enabled me to build and hone a skill-set that frankly not many others are excited to take on, therefore increasing my value as a leader in my organization.”

— *Course Graduate*

# Take the Next Step!

- ✓ Gain the skills, tools, and confidence to lead through any challenge
- ✓ Build a reputation for clarity, empathy, and decisive leadership, amidst even in the most complex and emotionally charged moments
- ✓ Reduce the burden on you and your team: streamline your response, strengthen your culture, and safeguard your brand
- ✓ Become the go-to leader others trust in times of uncertainty
- ✓ Enjoy lifetime value: a system that adapts with your world, automates the heavy lifting, and supports you every step of the way



# Your Founding Member Opportunity!

Are you ready to transform your impact and your future?

Join the Crisis Ready® ecosystem today!

Let your next high-stakes situation be your greatest leadership moment.

Founding Member Opportunity Valid in November Only!

[CrisisReadyInstitute.com/ai-launch-party/](https://CrisisReadyInstitute.com/ai-launch-party/)