



Critical Thinking & Crisis Management

FOR RURAL WOMAN: PRESENTED BY JANIE JORDAN

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Janie
JORDAN

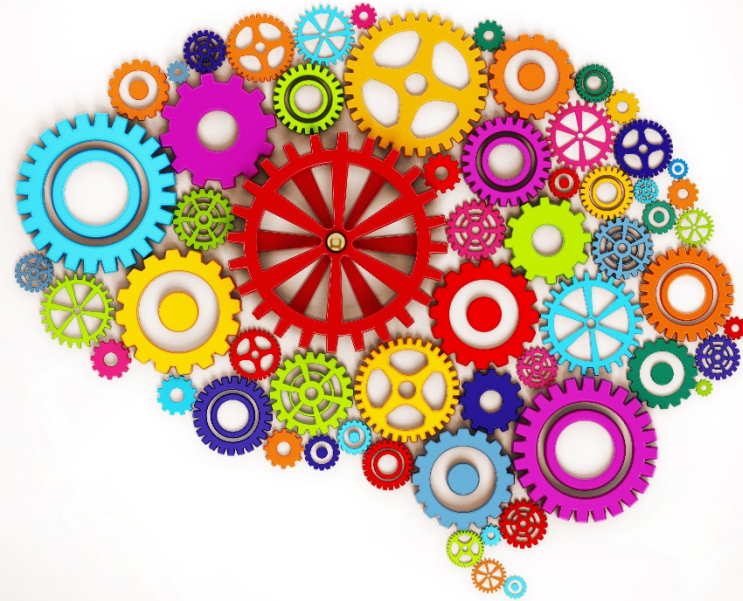


It takes 20 years to
build a reputation
and five minutes to
ruin it. If you think
about that, you'll
do things
differently.

Warren Buffett



CRISIS MANAGEMENT



Crisis Management

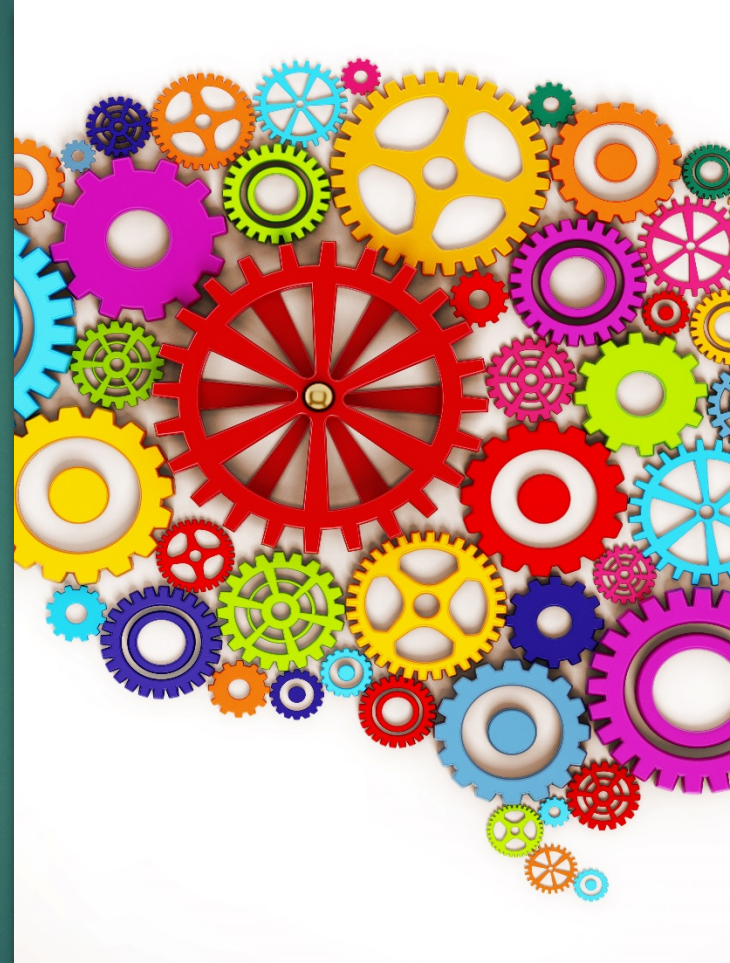
- ▶ Crisis management is the **process** of strategic planning for a crisis or negative turning event, a process that removes some of the risk and uncertainty from the negative occurrence
- ▶ A crisis is a “show-stopping” event, a single moment in time, always preceded by a ***triggering event***
- ▶ Typically a crisis has three stages
 - ▶ - Pre-crisis, Crisis, Post-crisis

Critical Thinking

The art of asking questions

Challenging assumptions – a must in a crisis

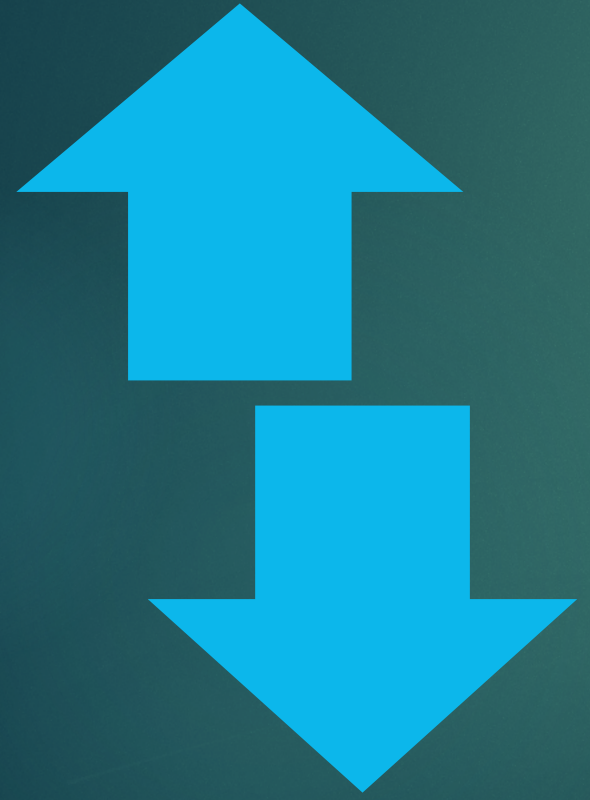
Taking a different perspective





Situation: Speed, Changing
Expectations, VUCA

The reality we face

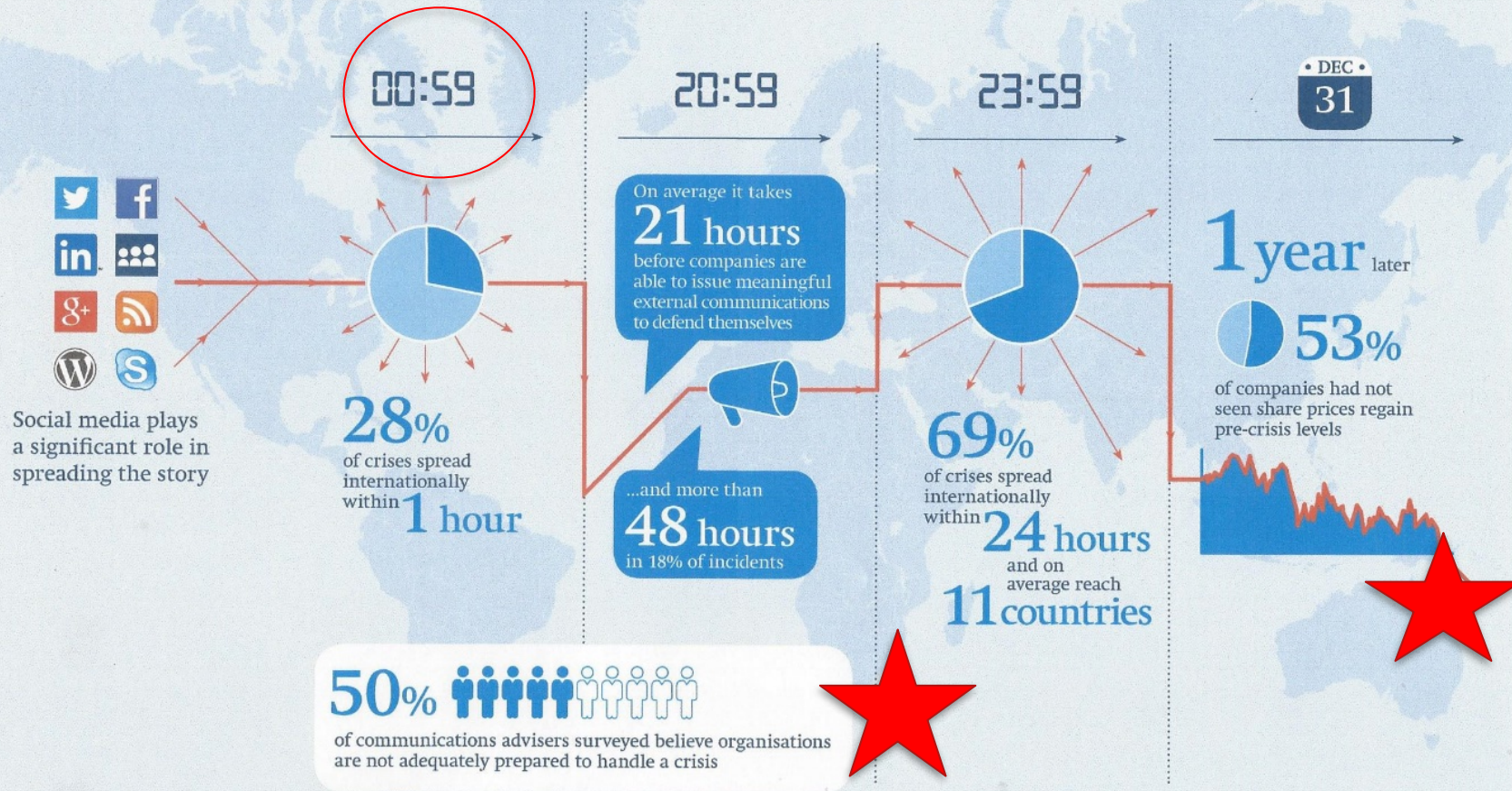


Risk Up

Confidence down

Containing a crisis in a digital age

More than one-quarter of crises spread to international media within an hour and over two-thirds within 24 hours. Despite six out of 10 cases providing days if not months of notice, it still takes an average of 21 hours for companies to respond, leaving them open to 'trial by Twitter'.



Dramatic changes in public expectation

- Web users turn to social media to seek help for themselves or others during emergencies – and they expect first-responders to be listening & respond
- 24x7 news cycle – rapid escalation and sharing
- Posting before asking for help



Pick the Panic: Emotional Contagion



Plan to Patterns

Victims

Villains

Heroes



Stage 1: Fact Finding

Stage 2: Unfolding Drama

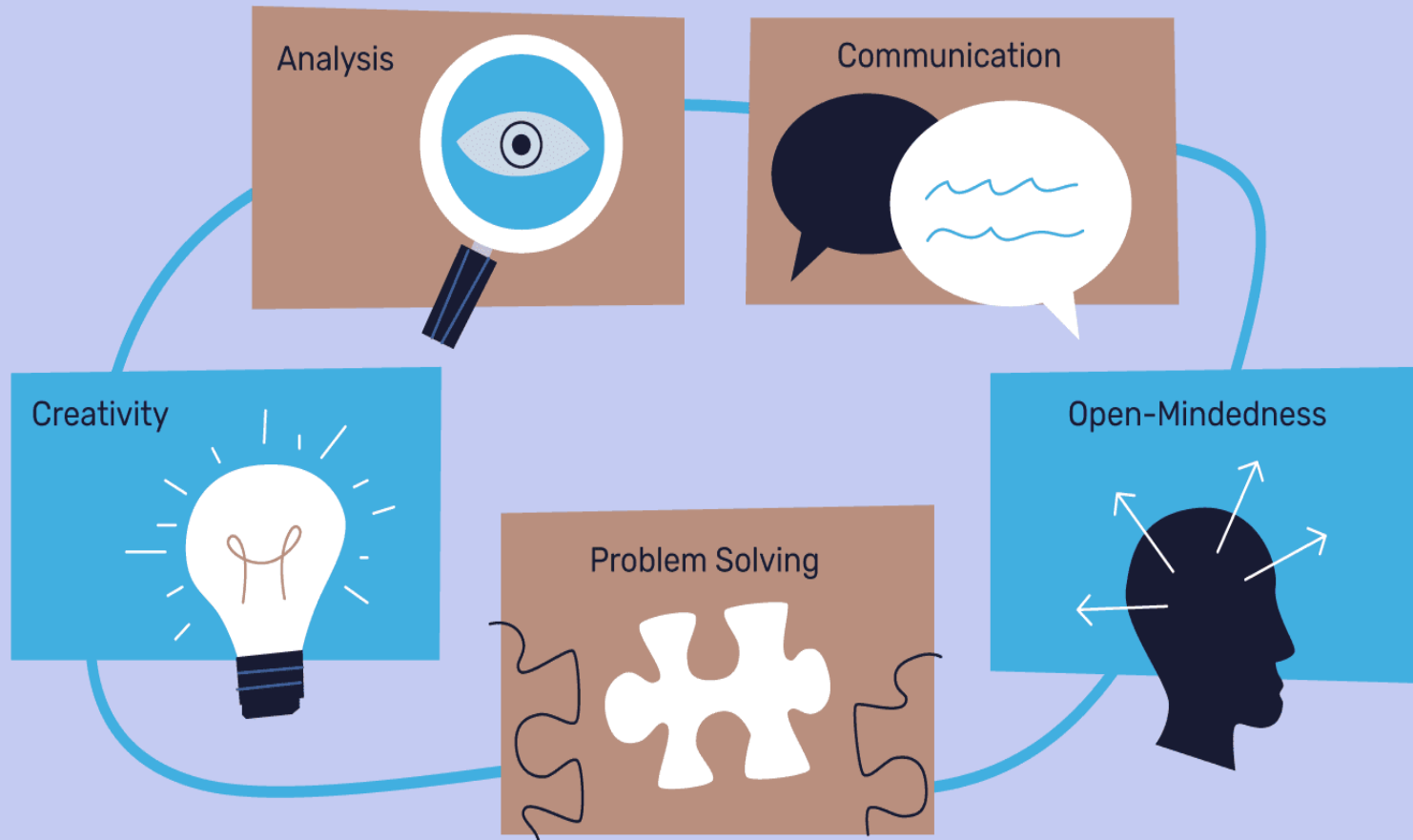
Stage 3: Blame

Stage 4: Fallout/Resolution

“ RESEARCH SHOWS NEWS COVERAGE OF A CRISIS FOLLOWS **SPECIFIC NARRATIVES;** and readers, perhaps unknowingly, expect certain narratives to appear at certain times. ”

The Four Stages of a Crisis, Jane Jordan (CRC Press 2011)

Critical Thinking Skills



Questions a Critical Thinker Asks

What's Happening?

Gather the basic information and begin to think of questions



Why Is It Important?

Ask yourself why it's significant and whether or not you agree

What Don't I See?

Is there anything important missing?



How Do I Know?

Ask yourself where the information came from and how it was constructed



Who Is Saying It?

What's the position of the speaker and what is influencing them?



What Else? What If?

What other ideas exist and are there other possibilities?

An exercise



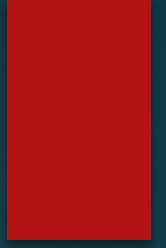
What can we learn?



What can we learn?



The Fool-Proof Formula: 4C



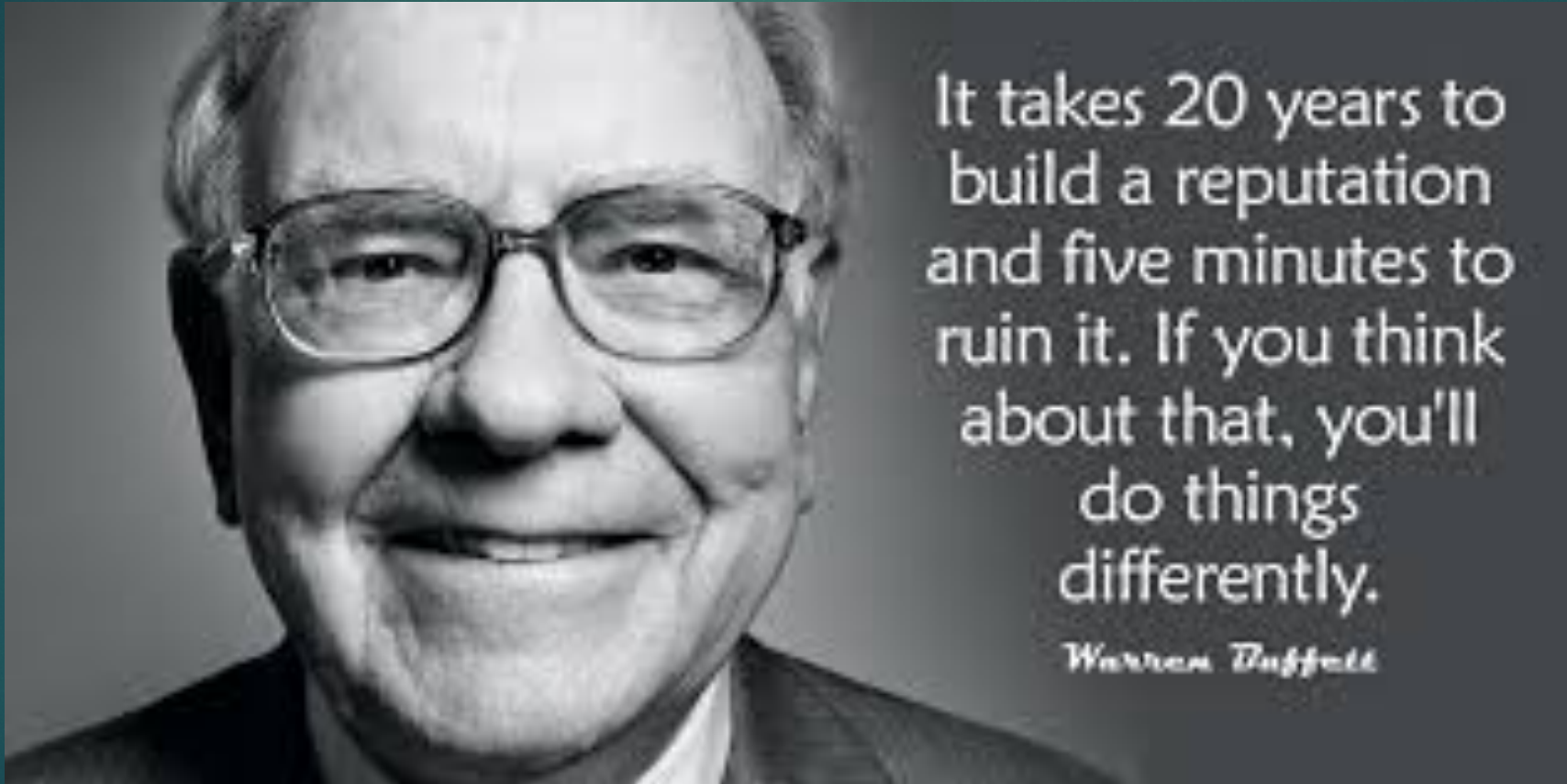
- ▶ Concern
- ▶ aCtion
- ▶ Context
- ▶ Call to Action



9 Step Crisis Management Plan



What will you do differently?





- ▶ *Read not to contradict and confute; nor to believe and take for granted; nor to find talk and discourse; but to weigh and consider.*



—Francis Bacon



Maia Sandu
President of Moldova



EMAIL

janie@janejordan.com.au



PHONE

+61 414 645 507



WEBSITE

www.janejordan.com.au



LINKEDIN

<https://au.linkedin.com/in/jordanjane>



TWITTER

@janejordanaus



Janie
JORDAN

Author | Educator | High Stakes Coach | Public Speaker
Upper Hunter Valley NSW 2338