

GGI BUSINESS DEVELOPMENT & MARKETING PRACTICE GROUP WEBINAR



Tuesday, 13 October 2020, 10:00 am EDT | 16:00 pm CEST

Guest Speaker: Robert W. Weinhold, Jr.

The Art of Crisis Leadership

Crises cost time, money, customers and careers (usually in that order); and, in the worst of scenarios, lives. Whether a data breach, social media attack, bad press, litigation, investigation, civil unrest or a scandal, great leaders understand how to be predictive and create organizational muscle memory to turn short-term adversity into long-term advantage.

This presentation will cover the following topics:

1. The definition, anatomy, and early warning signs of crisis.
2. The importance of organizational muscle memory during crisis.
3. What to communicate to maintain stakeholder trust and confidence.
4. Immediate steps to protect your people, secure your assets and strengthen your brand.

Why it matters? The overwhelming majority of crises are smoldering issues before they become full-blown. It is important to perform a crisis assessment within your organization, so that you minimize reputational risk because it's not if, but when, crisis strikes. Are you ready to tell your story? Because if you don't, someone else will. And when someone else tells your story, it certainly won't be the story you want told.

About the Speaker:

After decades of private and public sector leadership service, Rob Weinhold continued his career mission of helping organizations during life's most critical times by launching Fallston Group in 2009. Fallston Group is a Baltimore-(MD, USA)-based executive advisory firm designed to help organizations build, strengthen and defend their reputations, each and every day.

Throughout his distinguished career, Rob has worked on the core executive leadership team at all three levels of government and, privately, on Major League Baseball Hall of Famer Cal Ripken Jr.'s core executive team. During his time at Ripken Baseball, Rob oversaw all aspects of Cal's amateur sports business, including sales, marketing, business development, sponsorships, brand experience, operations and design/build efforts. He led the vision to develop the organization's first world-wide amateur sports destination in Myrtle Beach, SC, USA.

During his public service career, Rob most notably served in a sworn capacity for the Baltimore Police Department and was promoted through the ranks to Public Affairs Director. He also served as Chief of Staff for the US Department of Justice and senior executive within Maryland's Governor's Office. While in these roles, Rob also served as chief spokesperson for the entities he represented; Rob has conducted thousands of media interviews and is thought of as an expert leadership and communications strategist. Rob has been an on-air expert for CNN, FOX, MSNBC and many other international, national and regionally affiliated media outlets. He is referred to as a crisis leadership expert.

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Rob maintains deep executive experience and his clients often refer to him as their CRO or Chief Reputation Officer. He works with high-profile clients and routinely operates at the critical intersection of leadership, strategy and communications.

Rob earned his graduate degree (MSM) from Johns Hopkins University and undergraduate degree from the University of Baltimore, both marketing disciplines. His book, *The Art of Crisis Leadership* (2016), quickly rose to Amazon's #1 release in both the Public Relations and Crisis Management categories while cracking the "Top 100" in the prestigious Leadership category. Rob supports many nonprofits and serves on the Johns Hopkins Carey Business School's Dean's Advisory Council.

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*If you are unable to register, it might mean that we do not have you in our database. Please email [Anita Szoeki](mailto:Anita.Szoeki@ggi.com) (szoeki@ggi.com) so that we can add you to the invitee list.