

A blurred office scene with people working at desks in front of large windows. The office has a brick wall and a dartboard. The scene is dimly lit, with light coming from the windows. The people are in motion, creating a sense of activity and urgency.

# The Art of Crisis Leadership

Building, Strengthening & Defending Reputations



**Fallston Group**<sup>™</sup>  
THE REPUTATION AGENCY

**“If you don’t tell your story,  
someone else will. And  
when someone else tells  
your story, it certainly  
won’t be the story you  
want told.”**

**COST**

**TIME**

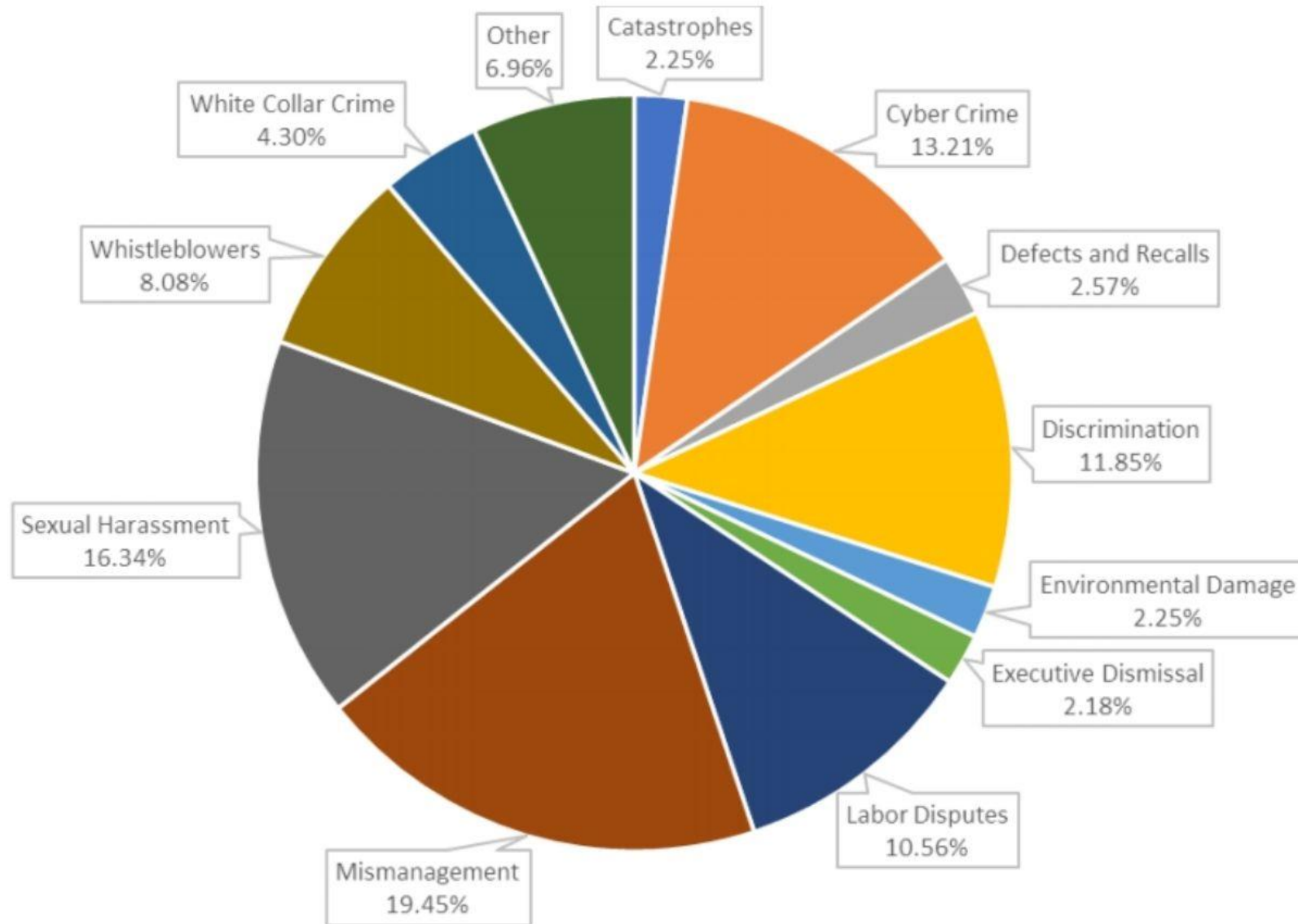
**MONEY**

**CUSTOMERS**

**& ULTIMATELY**

**YOUR CAREER**

# CRISIS CATEGORIES



# RESILIENT MOMENT COMMUNICATIONS MODEL

What happened?

What caused it?

What are the effects?

What is being done about it?

What needs to be done in the future?

# RESILIENT LEADERSHIP

Integrity

Communication

Decisiveness

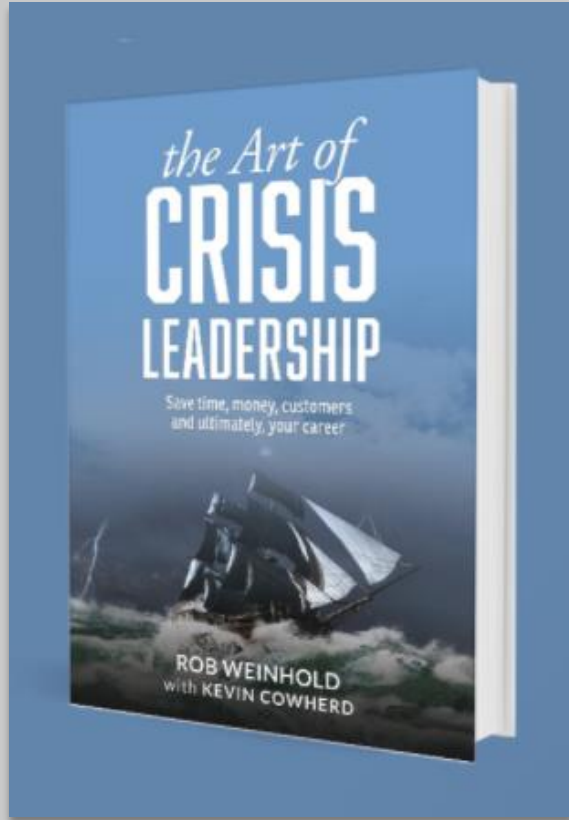
Optimism

Responsibility

Resilient Culture

Behavioral Body Armor

# Questions?



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