



CRISISCOMMMASTERY »

5 Tips for Surviving a Crisis

» PRESENTED BY: **AMY FORSYTHE**

CRISIS» COMMS MASTERY

VIRTUAL
SUMMIT

5 Tips for
Surviving a Crisis



PRESENTED BY:
AMY FORSYTHE



About Me...





Amy Forsythe - Guest on "Your World with Neil Cavuto"

251 views • 8 years ago



Amy Forsythe reports on the training of new Iraqi...

101 views • 8 years ago



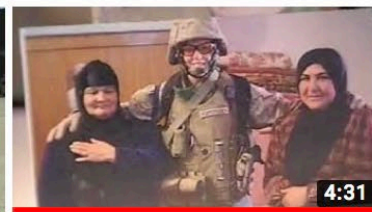
Amy Forsythe reports another SDDP Officer is kill...

1.6K views • 8 years ago



Amy Forsythe reports on food distribution after...

35 views • 8 years ago



Amy Forsythe featured on NBC - San Francisco

93 views • 8 years ago



Camp Fallujah 2-Minute Report - Feb. 2006

1.7K views • 8 years ago



Amy Forsythe promotes the benefits of having a military...

929 views • 8 years ago



Amy Forsythe featured on "Mail Call" with Lee R. Army

1.7K views • 8 years ago



Amy Forsythe interviews Secretary of State...

307 views • 8 years ago



Amy Forsythe Live at the Warrior Games - 2010

125 views • 8 years ago



Amy Forsythe anchors the Pentagon Channel Report

262 views • 8 years ago



Amy Forsythe reports from Fallujah, Iraq

356 views • 8 years ago



Sailors Return from 6-month Deployment

403 views • 8 years ago



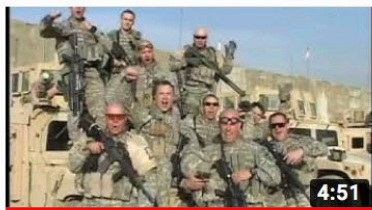
Oceanside Longboard Surf Contest - 2005

468 views • 8 years ago



Amy Forsythe's Photo Display at Oceanside...

52 views • 8 years ago



DVIDS Overview 2006

14 views • 8 years ago



My War Diary featuring U.S. Marine Combat...



Amy Forsythe reports that President of Romania...



Camp Pendleton Marines returns home from Iraq, Feb...



US Army Civil Affairs delivers school supplies in...



5 TIPS FOR SURVIVING A CRISIS

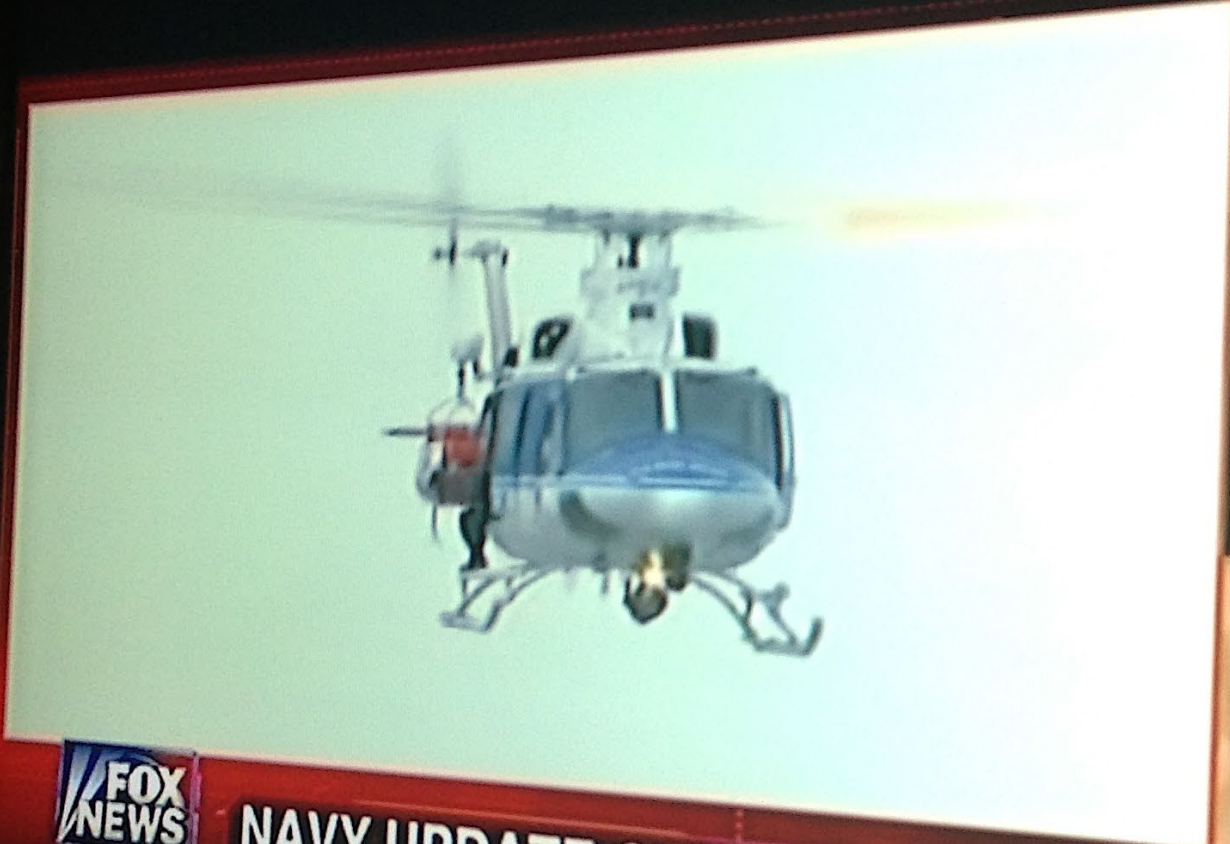
Spectrum of **crisis**: SNAFU on social media

...LIFE & LIMB

DEFINE A CRISIS:

**IS IT IMPORTANT or
URGENT?**

or is it a CRISIS?



FOX NEWS
channel

NAVY UPDATE ON SHOOTING SPREE
NEWS CONFERENCE FROM OFFICIALS

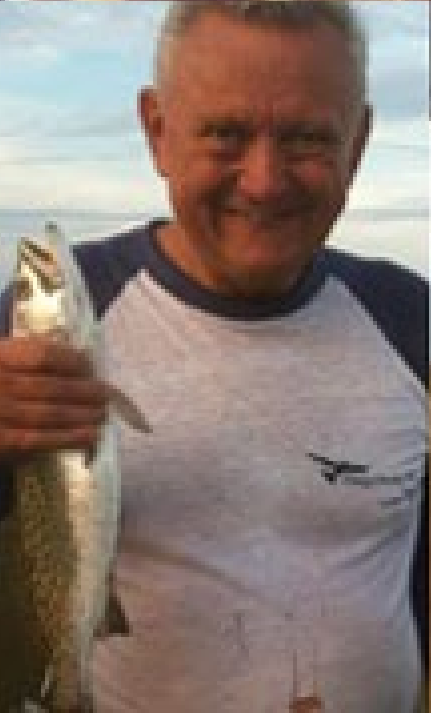
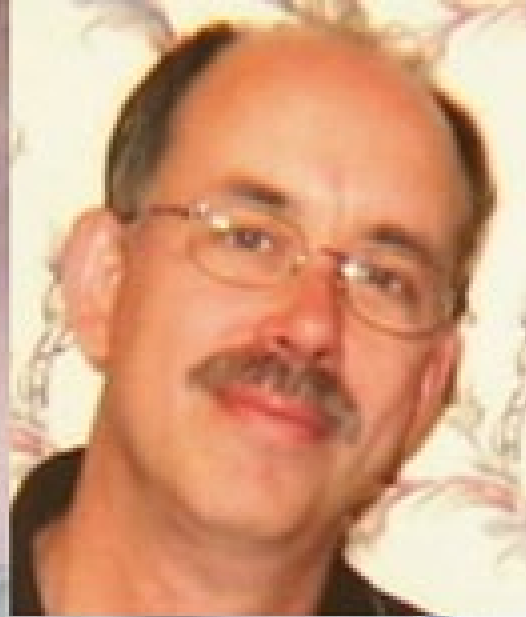
BREAKING NEWS

PEOPLE TO CALL 800-CALL-FBI OR SUBMIT TIPS ONLINE AT [HTTPS://TIPS.FBI.G](https://tips.fbi.gov)

HDMI

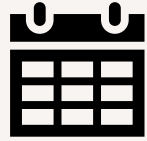
CRISISCOMMMASTERY»







**When its GO-TIME...
Are you READY?**



DELIBERATE PLANNING

- Not if, but when
- Identify priorities for team and leadership
- Contingencies for success
- Good calendar management

CALENDAR

SUN	MON	TUE	WED	THU	FRI	SAT
				3	4	5
	1	2				6
			9	10	11	12
7	8				18	13
		15	16	17	19	20
14				24	25	26
	21	22	23			27
28		29	30	31		

TRAINING



BUSINE

Jobs for people who





“TRAIN AS YOU FIGHT”

- GUN DRILLS
- Role playing
- Feedback to work out snags
- Identify ‘improves and sustains’



PREPARE YOUR TEAM

- TACTICALLY
- PHYSICALLY
- MENTALLY
- EMOTIONALLY
- HOLISTICALLY



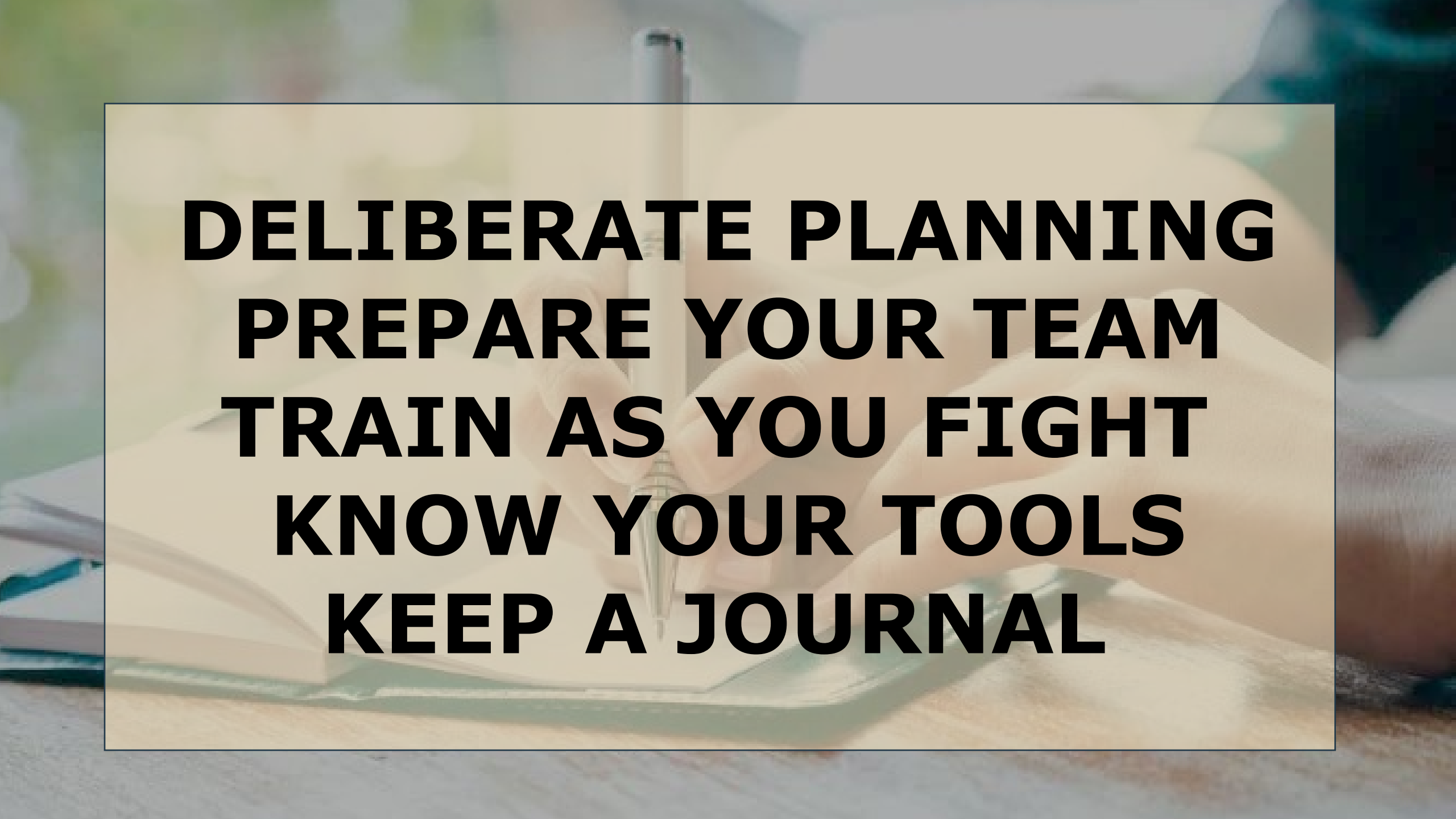
KNOW YOUR TOOLS

- Write your own PLAYBOOK
- Review it once or twice a year
- Comms channels?
- Phone rosters, group chats
- Passwords, content archives, etc.



KEEP A JOURNAL

- Helps to document your work
- Cathartic and calming
- Boosts your memory
- List of wins and achievements
- Easier for AAR

A close-up, slightly blurred photograph of a person's hands writing in a journal. The person is using a silver pen on a white page. The background shows other pages of the journal and a wooden desk. The text is overlaid on a semi-transparent yellow rectangle in the center of the image.

**DELIBERATE PLANNING
PREPARE YOUR TEAM
TRAIN AS YOU FIGHT
KNOW YOUR TOOLS
KEEP A JOURNAL**

SURVIVING A CRISIS

...Without losing your cool

Converting your
**technical &
tactical**
competencies



Into strong
leadership
traits as a trusted
advisor



AMY FORSYTHE

[@amyforsythe760](#)

[@amy_forsythe](#)

[@amyforsythe](#)

