



Communications planning and preparation before crisis comes

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What self-care looks like to us



Outside with Ed the Orange Cat



Out with the Twin Cities music scene

Preparation is self care

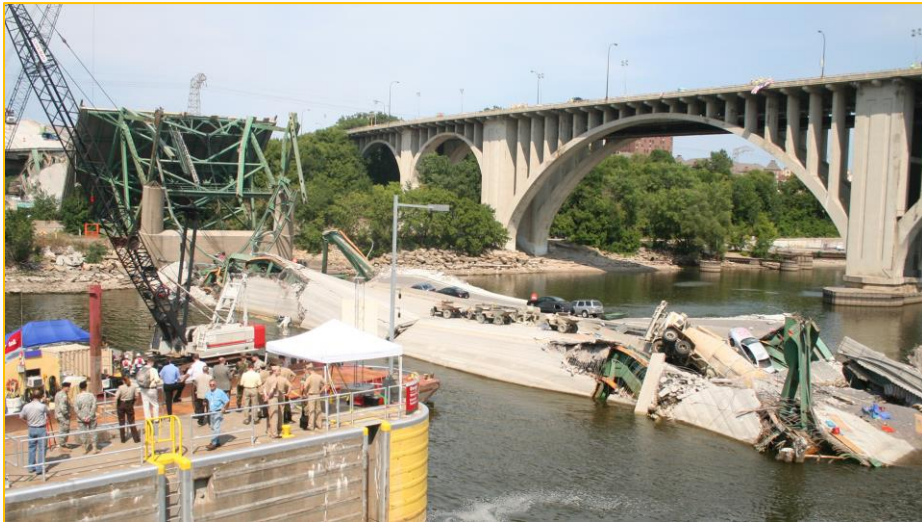
“Self-care”

- Reactive
- Limited duration
- Self-focused

Preparation

- Anticipatory
- Strategic
- System-based
- Strength-based

Not if but when...



All different.

All different. All the same.

The right
information

**to the right
people**

at the right
time

Key to success



Planning and preparation

Key to success



Practice

Key to success

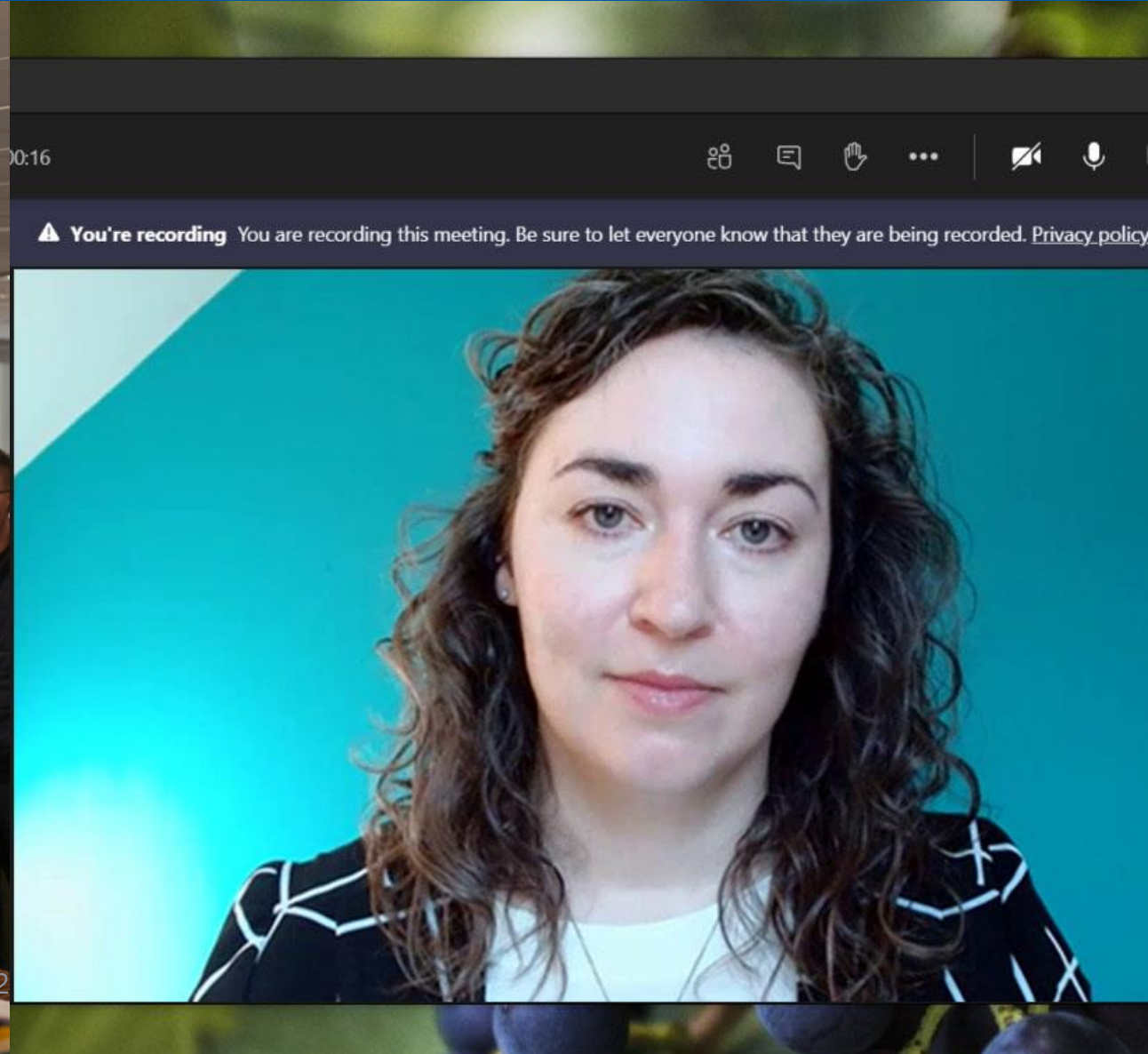


Roles and responsibilities

Key to success



Expertise



Key to success



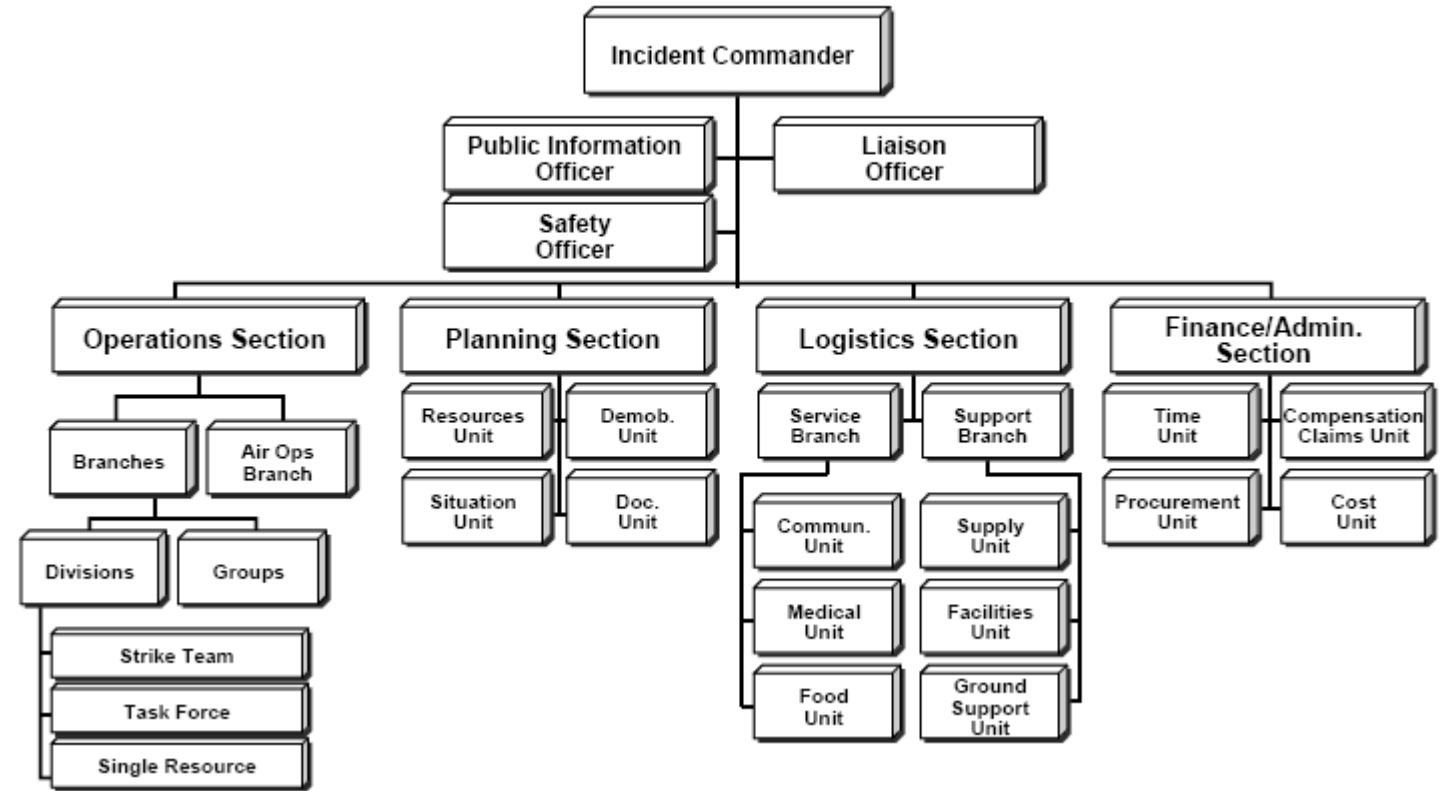
Relationships

Without
incident
command



With incident command

Someone is in charge
Standardized approach



Anticipate the next
incident or event



Radical acceptance

is about accepting the things we cannot change, so we can focus our energy on what we can.

“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

Stay in touch

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