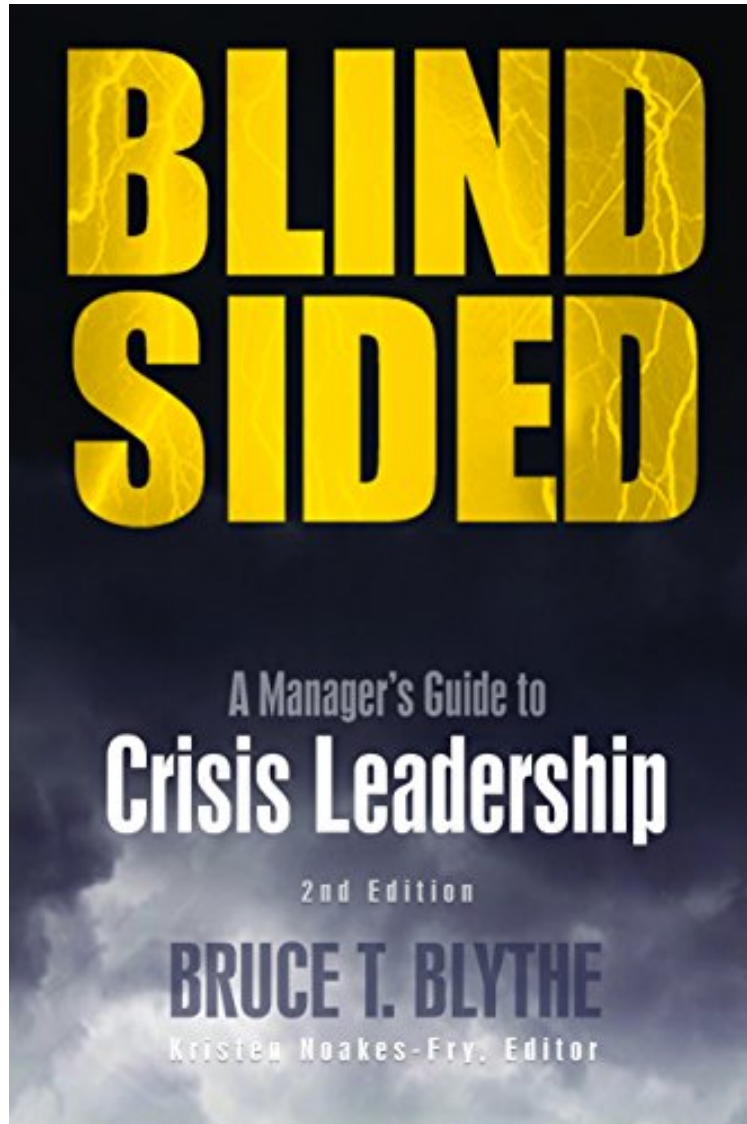


(Download free pdf) Blindsided: A Manager's Guide to Crisis Leadership, 2nd Edition

Blindsided: A Manager's Guide to Crisis Leadership, 2nd Edition

Bruce T. Blythe

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Bruce T. Blythe : Blindsided: A Manager's Guide to Crisis Leadership, 2nd Edition before purchasing it in order to gauge whether or not it would be worth my time, and all praised Blindsided: A Manager's Guide to Crisis Leadership, 2nd Edition:

1 of 1 people found the following review helpful. Office LibraryBy ARNAoffice use8 of 8 people found the following review helpful. Must read for any business leaderBy Dennis PotterThis is a must read for anyone in business leadership or any crisis interventionist who wants to maximize thier impact in helping employees after a traumatic event. The author gives very practical and helpful advice starting with the planning process and taking you through

getting direct help for employees. There are many types of crisis that we face today, especially with the ability for negative information sharing via social media. The chapter on reputation management was very informative. I highly recommend. 4 of 4 people found the following review helpful. I loved the first edition. By Jonathan Bernstein I've been a fan and email buddy of Bruce Blythe for longer than either of us would care to remember. We've both been in the crisis management business a long time. And yet I never fail to learn something new from reading Bruce's thoughts on our mutual specialty, most recently in the 2nd edition of *Blindsided: A Manager's Guide to Crisis Leadership*. I loved the first edition, now 10+ years old, and Bruce's experience and insight since that time has expanded to make this way more than a primer, but actually an advanced textbook which incorporates the many substantial changes in our world over the past decade - from the expansion of terrorism to communicative diseases to the role of the Internet in all crises. One sub-topic at which Bruce excels, probably more than anyone I know, is the role the human factor plays in crisis prevention and response, something often overlooked by crisis managers way too focused on the facts and not on ALL their stakeholders, internal and external. *Blindsided* should be mandatory reading for all members of the C-suite and form the basis for training everyone else in their organizations.

When "blindsided" by a crisis, are you ready to be the real leader who brings strength of character and split-second action to restore a "new normal"? Workplace violence, natural disaster, or worse -- it comes down to who you are and what you do in the face of the test. Learn time-tested skills to make a difference in a crisis! In this new, completely updated and expanded 2nd edition of Bruce Blythe's *Blindsided*, he walks you through the foolproof step-by-step system to become the kind of leader he calls a "crisis whisperer." Result: You will never be "blindsided" again! In the first half of the book, Blythe lands you in the middle of a fast-breaking crisis -- an active shooter in the corridor outside your office -- and uses real-world case studies, examples, and checklists to show what a top-notch leader would need to do in each phase of the crisis. Then, in the second half of the book, he demonstrates how to apply this knowledge to develop and implement your own crisis management plan. *Blindsided* is two books in one: Crisis Response and Crisis Preparedness. NEW in the 2nd edition: How to apply the "Reasonable Person Test" and "Wall Street Journal Test" to crisis decision management decisions in advance. New chapter on Reputation Management shows how to make the right decisions, before reputation and bottom line suffer! How to avoid falling into the "Crisis Red Zone," in which your leadership effectiveness can evaporate. How to lead the workforce into a "New Normal," even in the wake of the most upsetting and disorienting crisis. How to develop Crisis Response Teams as part of your Crisis Management Plan - selecting and training the right people for the job. How to anticipate important Crisis Management risks that are trending and will be part of your future - and how to prepare for them in a Crisis Management Plan that works for today and tomorrow. Practical forms, checklists, cases studies, real-life examples, glossary, index, discussion questions, and other take-and-use tools: Quick use response guide at the end of each chapter - all 15 can form a handy pocket guide. Incident checklists for 9 major types of crisis - accidental death, chemical/toxic exposure, earthquake, and more. Special guide for organizing in advance to address the needs of families of those who are injured or lost in an event - with sample conversations. Instructor's Manual and 300+ classroom slides available upon book adoption. Professors: Request a complimentary copy. "I took the reader through some of the toughest moments in the life of a leader...moments that create legendary leaders or cut short promising careers." - Daniel Diermeier, Dean of the Harris School of Public Policy and Emmett Dedmon Professor of Public Administration, University of Chicago "Having served as CEO of a Fortune 500 company, I can personally attest to the value of the crisis management system Blythe outlines." - Luke R. Corbett, Lead Independent Director of OGE Energy Corporation and Former Chairman and Chief Executive Officer of Kerr-McGee Corporation. "I loved the first edition...and Bruce's experience and insight since that time has expanded to make this [second edition]...an advanced textbook which incorporates the many substantial changes in our world over the past decade -- from the expansion of terrorism to communicative diseases to the role of the Internet in all crises." -- Jonathan Bernstein, President of Bernstein Crisis Management, Inc.

Takes the reader through some of the toughest moments in the life of a leader...moments that create legendary leaders or cut short promising careers. - Daniel Diermeier, Dean of the Harris School of Public Policy and Emmett Dedmon Professor of Public Administration, University of Chicago --Daniel Diermeier, Dean of the Harris School of Public Policy and Emmett Dedmon Professor of Public Administration, University of Chicago "Having served as CEO of a Fortune 500 company, I can personally attest to the value of the crisis management system Blythe outlines." - Luke R. Corbett, Lead Independent Director of OGE Energy Corporation and Former Chairman and Chief Executive Officer of Kerr-McGee Corporation. --Luke R. Corbett, Lead Independent Director of OGE Energy Corporation and Former Chairman and Chief Executive Officer of Kerr-McGee Corporation I loved the first edition...and Bruce's experience and insight since that time has expanded to make this [second edition]...an advanced textbook which incorporates the many substantial changes in our world over the past decade from the expansion of terrorism to communicative diseases to the role of the Internet in all crises. --Jonathan Bernstein, President of Bernstein Crisis Management, Inc. About the Author Bruce T. Blythe is an internationally acclaimed crisis management expert. He is the owner and

chairman of three companies that provide employers with a continuum of crisis preparedness, crisis response, and employee return-to-work services. Crisis Management International (Atlanta-based) is the preparedness arm of the three companies. CMI has assisted hundreds of companies worldwide with crisis and business continuity planning, training and exercising. CMI also provides workplace violence preparedness programs and threat of violence consultations through a specialty network of threat management specialists, including former FBI and Secret Service agents. Crisis Care Network (based in Grand Rapids, Michigan) responds to corporate crisis situations 1000 times per month through a North American network of crisis mental health professionals. Behavioral Medical Interventions (Minneapolis-based) accelerates employee return-to-work for workers comp and non-occupational injury cases. Blythe has been personally involved in crises such as the 1993 World Trade Center bombing, mass murders at the U.S. Postal Service, the Oklahoma City bombing, 9/11, commercial air crashes, rescue of kidnap and ransom hostages, Hurricanes Andrew and Katrina, earthquakes, fires, floods, and reputational crises. He serves as a consultant and certified coach to numerous Fortune executives and managers in Strategic Crisis Leadership preparedness and response. He has served in the Military Police for the U.S. Marine Corps. He's a certified clinical psychologist and has been a consultant to the FBI on workplace violence and terrorism. Widely regarded as a thought leader in the crisis management and business continuity industries, Blythe has appeared on NBC's Today Show, CNN, ABC's 20/20, CBS 48 Hours, CNBC, NPR and others. Fast Company Magazine published a cover-story article about Blythe's leadership in responding to 204 companies onsite, all within three weeks following 9/11. He provides commentary in The Wall Street Journal, Newsweek, Business Week, Smart Money, New Yorker, Fortune Magazine and USA Today. He serves as a keynote presenter to 50 national and international conferences per year.