



CRISIS RESPONSE PRINCIPLES

Effective crisis response is the ability to make smart choices quickly in a crisis. The response, not the severity of the crisis, determines the outcome. The difference between responding well and responding poorly is mental readiness.

The origins of the word “crisis” explain what a crisis really is and how this understanding informs effective response.

ΚΡΙΣΙΣ

The ancient Greek word “krisis” means decision or choice, at a turning point where one’s destiny is determined.

危机

The Chinese word for crisis consists of two symbols “wei” and “ji” meaning danger and opportunity respectively.

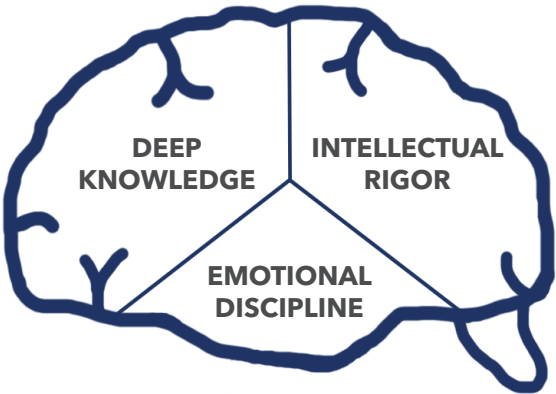
The true nature of crisis reveals that a crisis is **a turning point where one can move toward danger or opportunity.**



The difference between moving toward danger or opportunity in a crisis is mental readiness.

Mental readiness

consists of three parts:



Deep Knowledge is knowing the patterns that drive effective and ineffective crisis response, including why some actions work while others don't. It is also the ability to learn from others' mistakes without having to live them directly.

Intellectual Rigor is the ability to make smart choices. This ability requires clear thinking so the problem can be accurately identified, and the consequences of one's actions fully understood. Failure to do either are common in ineffective responses to crises.

Emotional Discipline is the ability to execute choices well. In a crisis, making the smart choice is not always easy because it may involve pain or discomfort. Discipline is then required to remain calm and make the difficult, but necessary choice.