



Leading from Within a Crisis Management Team

July 9, 2008 @ 11:00 a.m. Central

About the program:

It's easy for crisis management teams (CMT) to lose effectiveness in the midst of high-velocity crises. While some CMTs function effectively during unexpected crises, most do not function optimally. Identify and discuss the components and functions of successful CMTs. Best practices for these 6 key phases of successfully managing your team will also be discussed:

1. Notification and Activation
2. Fact Finding
3. Decision Making
4. Prioritizing
5. Implementation
6. De-escalation

Presented by: Bruce T. Blythe
Chief Executive Officer
Crisis Management International (CMI)

Mr. Blythe and CMI have helped hundreds of businesses recover from crises such as 9/11, Hurricanes Katrina and Andrew, the 1993 World Trade Center bombing, the Murrah Federal Building bombing, multiple commercial and corporate air crashes, an Ecuadorian kidnap and ransom, and numerous workplace shootings. Founder of CMI, Mr. Blythe has served as an expert source for CNN, NBC's *Today*, ABC's *20/20*, CBS' *48 Hours*, *Wall Street Journal*, *Newsweek*, and *BusinessWeek*. Having presented at 200+ domestic and international conferences, he is best known for his first-hand, engaging anecdotes that illustrate lessons learned. He is the author of *Blindsided: A Manager's Guide to Catastrophic Incidents in the Workplace*.

Length of program: 100 minutes

Host: American Century Investments

Make reservations by contacting Dennis Smith at dennis_smith@americancentury.com

Place: 4520 Main Street, Kansas City, MO 64111

Meeting location: South Tower, Conference Room 14B

Parking options:

Surface Lot on the south side of the South Tower or
Parking Level G1 [the upper level of the parking garage]; Enter the garage via the ramp at the north end of the North Tower. Park at the south end of the garage. Take the elevator to "L". Enter the building lobby and contact the receptionist. You will be escorted to the conference room.

