

## Interactive Talk: “The Prepared Mind at a Time of Crisis”

### THE ISSUE

Having a prepared mind is good guidance when faced with crisis. Yet a glance at the news, any day of the week, shows that this is often disregarded.

But crises happen to all of us. We surveyed 800 companies from every sector. One in three had had a business-breaking crisis in the previous five years. Furthermore we all know individuals and families who have had crises in their own lives. So this is personal as well as commercial.

The title “The Prepared Mind at a Time of Crisis” suggests that we can prepare accordingly. We had better do, if we want to survive.

### THE REMEDY

John’s talk covers seven principles for ensuring The Prepared Mind. It enlarges on each of these principles in interactive mode. It provides many fascinating examples, from which the audience will draw conclusions relevant to their own areas of responsibility and beyond.

### ACCOLADES FOR THIS TALK:

*“John is an inspirational communicator whom I found myself quoting twice within an hour of hearing him speak”*

**Partner and board member, Hoare’s Bank**

*“Your talk was of great value for our institution and has been very much appreciated by the senior staff team”*

**Co-President & Co-Chairman, Swiss Academy of Childhood Disability**

*“I thought your opening talk was absolutely brilliant. People pay good money for after dinner speakers like you and your examples were excellent, really relevant and well-thought through”*

**Managing Partner, Consilium Strategic Communications**

# THE PREPARED MIND™

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www.thepreparedmind.net

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## Biographical note...

John commanded an SAS squadron. As a senior officer, he was Director Defence Diplomacy in Whitehall. The Foreign Office employs him periodically as a Middle East expert. HM The Queen appointed him OBE and, later, CBE. In commercial life, John was a member of the Executive Leadership Team of Invensys plc.

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## What people say about us...

*"Better than the market leader"*

**Former manager Control Risks Group**

*"In a short space of time we examined and improved the plan against a well thought through and challenging scenario and managed to embed the thought process for dealing with such incidents within our senior team"*

**Bill Moore CBE – CEO The Portman Estate**

*"The Prepared Mind team provided us with a plan and two first-rate scenario workshops that enabled us to enhance our preparedness to deal with potentially damaging situations emanating from a variety of causes"*

**Family office CEO – internationally-famous industrialist**

*"John worked with senior management to instil a culture of 'the Prepared Mind'. John met our needs to complete satisfaction. I strongly recommend him"*

**Ulf Henriksson – CEO Dematic Group**

*"The most comprehensive policy document on risk that I've seen"*

**Alex Martin – Director, Atkis Strategy Ltd**

*"The best crisis plan that I have ever seen"*

**Former Chief Executive and Chairman of General Motors**

*"An absolutely brilliant performance by the finest senior strategic mind I have ever encountered."*

**Lt. General Dayton – Security Coordinator for US Secretaries of State Rice and Clinton**