

readiness program.

1. Define the Crisis Architecture
2. Prepare Your Leadership
3. Develop Your Media Message

Take a look at the [Two Minute Tip](#) below as it explains in further detail the beginning stages to creating a crisis management plan. Keep an eye out for our next tip as we will explain how to develop a crisis management program.

For more details on our customized [crisis management programs](#) contact us at petey@peteyparker.com or visit our [website](#).

2 Minute Tips



Crisis Management Stats

- 59% of business decision makers have experienced a crisis in their current or previous company
- 79% of business decision makers believe they are only 12 months from a potential crisis
- Only 54% of companies have a developed crisis plan in place
- Social Media puts increasing pressure on companies today
- 65% of respondents feel that social media makes crisis more difficult to manage...however, after a crisis, 55% believe social media makes it easier to recover

Source: ODM Group

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Connect with Petey!



Petey Parker & Associates is a consulting firm specializing in leadership and personnel development. Leadership skills at all levels help the smallest to the largest companies attain the productivity, profitability, and strategic positioning they aspire to have in the marketplace. Whether keynoting to a trade group or coaching a Fortune 500 CEO one-on-one, Petey Parker is a dynamic communicator. She listens, and then designs the perfect program to help organizations and their team perform at each person's best use and highest level.



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Petey Parker