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## **About the Book**

Terrorism. Earthquakes. Hostage situations. Bruce T. Blythe, CEO of Crisis Management International (www.cmiatl.com), an Atlanta-based crisis consulting firm with clients around the world, has dealt with countless earth-shattering events. The impossible-to-imagine tragedies that are the stuff of "Breaking News" fill his average workday. And out of the depth and breadth of these experiences comes *Blindsided: A Manager's Guide to Catastrophic Incidences in the Workplace* (Portfolio, Penguin Putnam, August 2002).

Although begun before the attacks of September 11, 2001, this book was completed with recognition that the rules have changed. A sense of safety and security once commonplace among employees and employers has been severely compromised. The possibilities for crisis in the workplace are more ominous and far more real.

The events of September 11th succeeded in heightening the awareness of business leaders that anything and everything is now possible. They see – as they have never seen before – that strong, proactive measures are required to protect their workers and, in turn, their businesses and reputations. *Blindsided* brings order and purpose to the potentially overwhelming task of preparing for crisis. Specifically, the book will teach you:

- What to do in the immediate aftermath of a crisis
- How to address the human side of crisis response, recovery and preparedness
- How to quickly reduce your company's vulnerability to disaster
- How to increase the effectiveness of your communications
- How to analyze foreseeable risks and create a master plan for crisis response
- How to manage employee stress and accelerate recovery
- The A,E,I,O,U and sometimes Y of crisis preparedness
- How to prepare for future terrorism

These are lessons that have become essential. Blythe's message offers unparalleled relevance to today's workplace. But these are not newly minted, untried concepts. Rather, these are lessons he has learned and shared with business leaders around the world for two decades.

The first half of this book covers field-tested approaches for responding to critical incidents during the heat of battle. The second half offers a structured methodology for preparing your organization for crisis, in advance.

Each chapter is followed by a Quick Use Response Guide, a tool for instant reference during a crisis or any time. The final chapter provides additional checklists, guidelines and management considerations for a range of specific crises, from natural disasters and workplace murders, to corporate kidnappings and air crashes. *Blindsided* is the ultimate guide to help managers enact best practices in crisis preparedness, response and recovery.

*Blindsided: A Manager's Guide to Catastrophic Incidents in the Workplace*

by Bruce T. Blythe

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