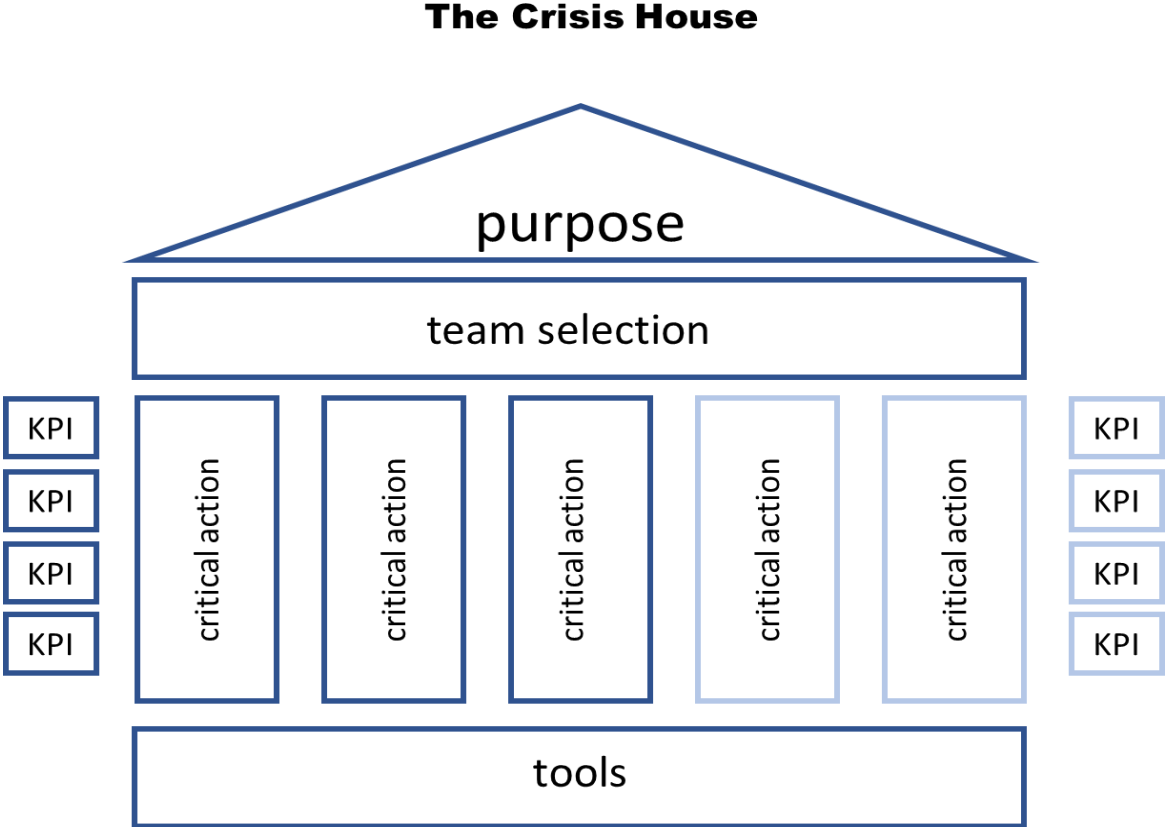


# Tool: The Crisis House



# The Crisis House: Instructions

This is a form of putting everything together and give clarity to the team and various stakeholders.

You start the house from the top defining the purpose of the group, company etc. while in crisis.

In our case in Ukraine was safety for all, while achieving business as usual and further develop the team.

Then you put the ceiling which is always who do you want to take with you. In other words what is the composition of the team. You don't need to pick up using hierarchy lenses but rather expertise and readiness, very much depending on the type of crisis you face. The more you know the people the better, because most of the times, especially in critical conditions, there are qualities, skills or talents you absolutely need but they are hidden.

# The Crisis House: Instructions (cont.)

Then you build your walls or pillars. These are the critical actions or activities you need to focus on.

In our example could be Safety and Security of personnel in the Offices (Cities) and Factory Site and Field. For a big geography this is not very straight forward. Another key activity is to protect the business itself (assets, funds, networks, continuity). On the positive side, colored in light blue you can provide your people and teams with a new accountability framework that will make them learn and grow or act in the marketplace to gain competitive advantage through better customer service.

The foundation of the Crisis House is all the tools and resources to manage effectively. Some of them are mentioned above.

Finally, the windows of the House are the very selected KPIs to monitor performance and they are based on critical actions.