

A crisis hits and the pressure to move becomes immediate. Leaders accelerate, freeze, centralize every answer, or perform certainty for a team that can see the uncertainty anyway. Motion multiplies while orientation disappears.

The Crisis Command offers a rehearsable operating sequence for the first hours and days of an acute company crisis. COMMAND organizes seven moves: Calm, Assess, Map, Mandate, Unify, Notify, and Decide. It does not ask you to become invulnerable. It gives you a structure to use while fear, urgency, grief, and incomplete information are still present.

You will learn to:

- Establish enough presence to interrupt reflexive action without pretending to feel calm.
- Separate what is known, unknown, assumed, and time-sensitive before the story hardens.
- Map viable options and their consequences before urgency chooses one for you.
- Issue a mandate with a clear owner, scope, authority, and review point.
- Unify the team around one operational truth without suppressing dissent or expertise.
- Design notifications around people, evidence, counsel, and applicable duties.
- Make and record a deliberate decision under uncertainty, then define the next checkpoint.
- Build an early-window timeline, reset protocol, after-action review, and personal command plan.

The result is a practical set of instruments: presence protocol, assessment checklist, option map, mandate template, unification plan, notification plan, decision record, reset, and one-page living COMMAND protocol.

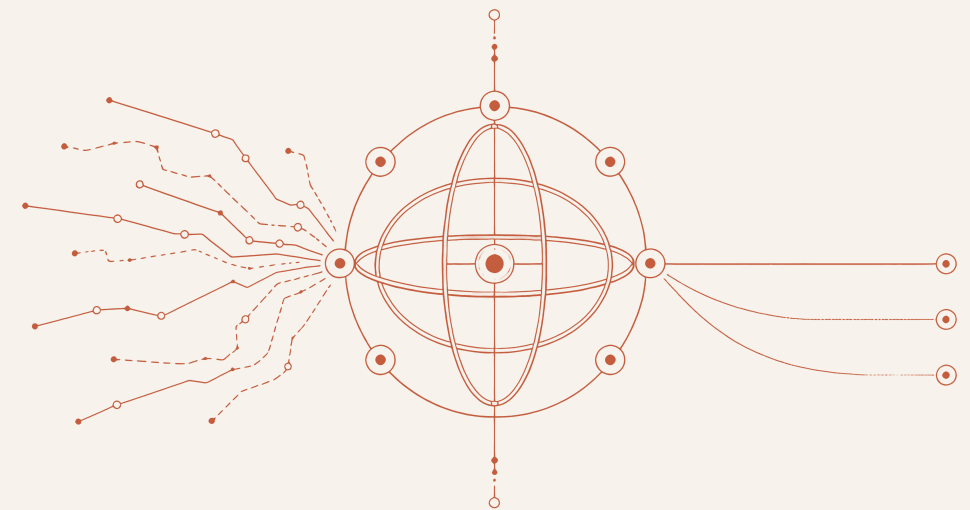
This book is an educational training tool, not medical, psychological, legal, financial, regulatory, or crisis-communications advice. No protocol guarantees calm, protection from harm, optimal decisions, company survival, or positive recovery. Acute distress, impaired capacity, suicidal thoughts, or clinical symptoms require immediate qualified support; material company decisions require appropriate professional counsel in the relevant jurisdiction.

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The Crisis Command

COMMAND: Calm, Assess, Map, Mandate, Unify, Notify, Decide — The Trained Response



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Systems for the Strategic Self