



inflation recession pay cuts decline position slump
depression loans layoff downturn funds stagnation repossession
earnings tax bankruptcy job economy occupation collapse
security debt mortgage unemployment money charges cutback work
costs mortgage unemployment money redundancy work
rates finances prices salary career payments cash
profession business wages capital



Are you ready for the NEXT CRISIS?

17/06/2021
From 9AM to 5 PM



CCIFT PRESENTS

A Live Action Crisis Drill

By special arrangement with The MindTrust Partnership

- Collaborative group of veteran consultants serving customers worldwide
- Experts in Crisis Preparedness and Response
- Unique executive learning event
- First Step to understanding the nature of a Crisis
- To acquire basics skills and attitudes needed for an effective response
- Preparing for uncertain futures
- Empowerment to respond to challenges with resilience and leadership

A large, stylized green speech bubble graphic is positioned on the right side of the image, pointing towards the left. The bubble is filled with a solid green color and has a white outline. The background is white. The text "ARE YOU READY?" is written in a bold, pink, sans-serif font across the center of the image, overlapping the green bubble.

ARE YOU READY?

1

**What are your
PROCESSES?**

2

**WHAT SYSTEMS do
you have in place
to address and
escalating CRISIS?**

3

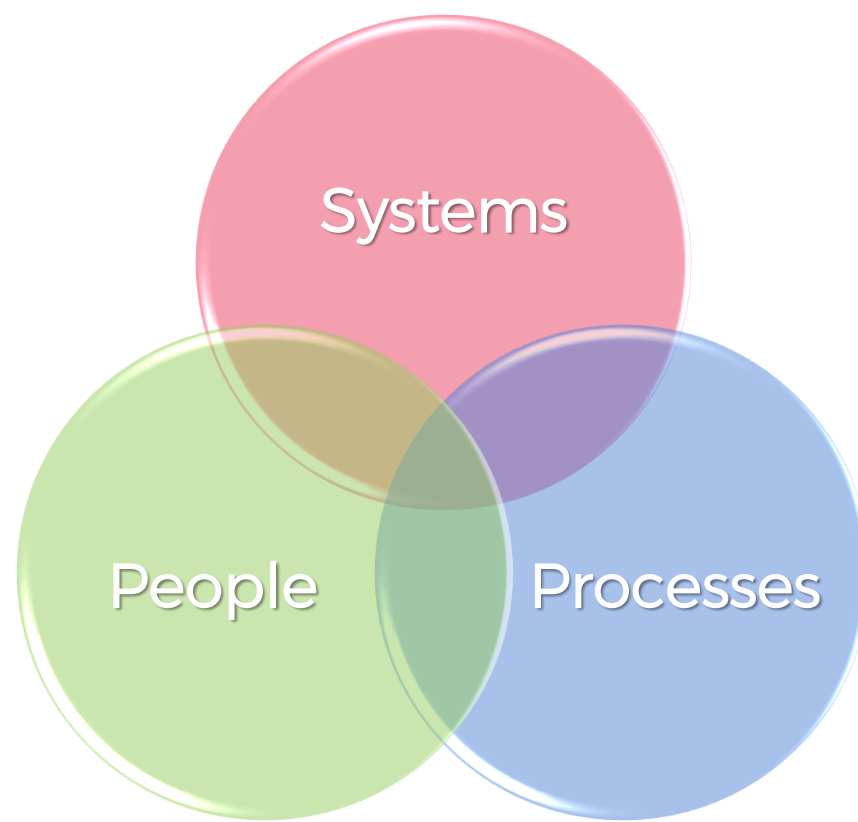
**How do you Train
your PEOPLE to
deal with CRISIS?**

OVER-ESTIMATING & UNDER-ESTIMATING

Executives tend to over-estimate their ability to deal with a crisis...

While also underestimating the impact of a crisis on their business.

A formula for disaster.



Only teams that gain experience through regular drills that simulate a crisis will be able to respond effectively to the challenges.

Unfortunately, companies tend to **underestimate** the risks and **overestimate** their capability.



DETAILS



WHY?

Most executives underestimate the challenges of a crisis and overestimate their ability to respond effectively

“This is a formula for disaster.”

01.



WHAT?

An investment in preparedness and prevention to raise awareness regarding the challenges of a crisis and spark a commitment to developing a High Performing Crisis Team.

02.



WHO?

Anyone who would be a part of a Crisis Response Team: CEOs, General Managers, HR, Sales, Marketing, Legal, Financial Officers, Operations, Logistics, even Executive Secretaries

03.



WHEN

On 17/06/2021

From 9 AM to 5 PM

Limited to 30 Participants

Registration before June 5th.

04.



HOW?

- Virtual Zoom environment
- Breakout Rooms
- Randomly assigned roles of different Stakeholder Groups
- Crisis Response Team, facing a series of high-impact escalations
- Briefing Sessions, Action Planning and Message Development exercises, Case Studies, and Q & A sessions

05.



HOW MUCH?

- USD\$ 695 (TWD19,450) per participant
- First come- First Serve
- *No refunds after registering*

06.



**A TEAM OF
EXPERTS**

THE TEAM

well-known experts in:

- Crisis Preparedness
- Crisis Response,
- Organizational Development
- Leadership Development
- Management Consulting,

A unique team of business experts is committed to bringing you a world-class learning experience that will give you a deep understanding of the nature of crises, the keys to preparation, and the mindsets that can ensure an effective response to protect your reputation and other business assets.





David CHARD

Expert in crisis preparedness and response and lead facilitator for the Live Action Crisis Drill.

During his 30-year career in public relations, he has directly counseled senior executives, in the heat of a crisis, in every major industry.

Since 1989, he has designed and led countless crisis simulations to help companies develop High Performing Crisis Teams. His work in crisis preparedness and response includes crises in Taiwan, Hong Kong, China, Singapore, Japan, Philippines, the Netherlands, Australia, and Korea. Currently David is President and founder, EngagingMinds Worldwide Inc., a leadership development consultancy supporting MNC firms in many countries, including Taiwan. David is also a versatile and skilled facilitator, having led hundreds of training events in his career. He speaks fluent Mandarin and lives in Taipei with his family.

Joël CICÉRON



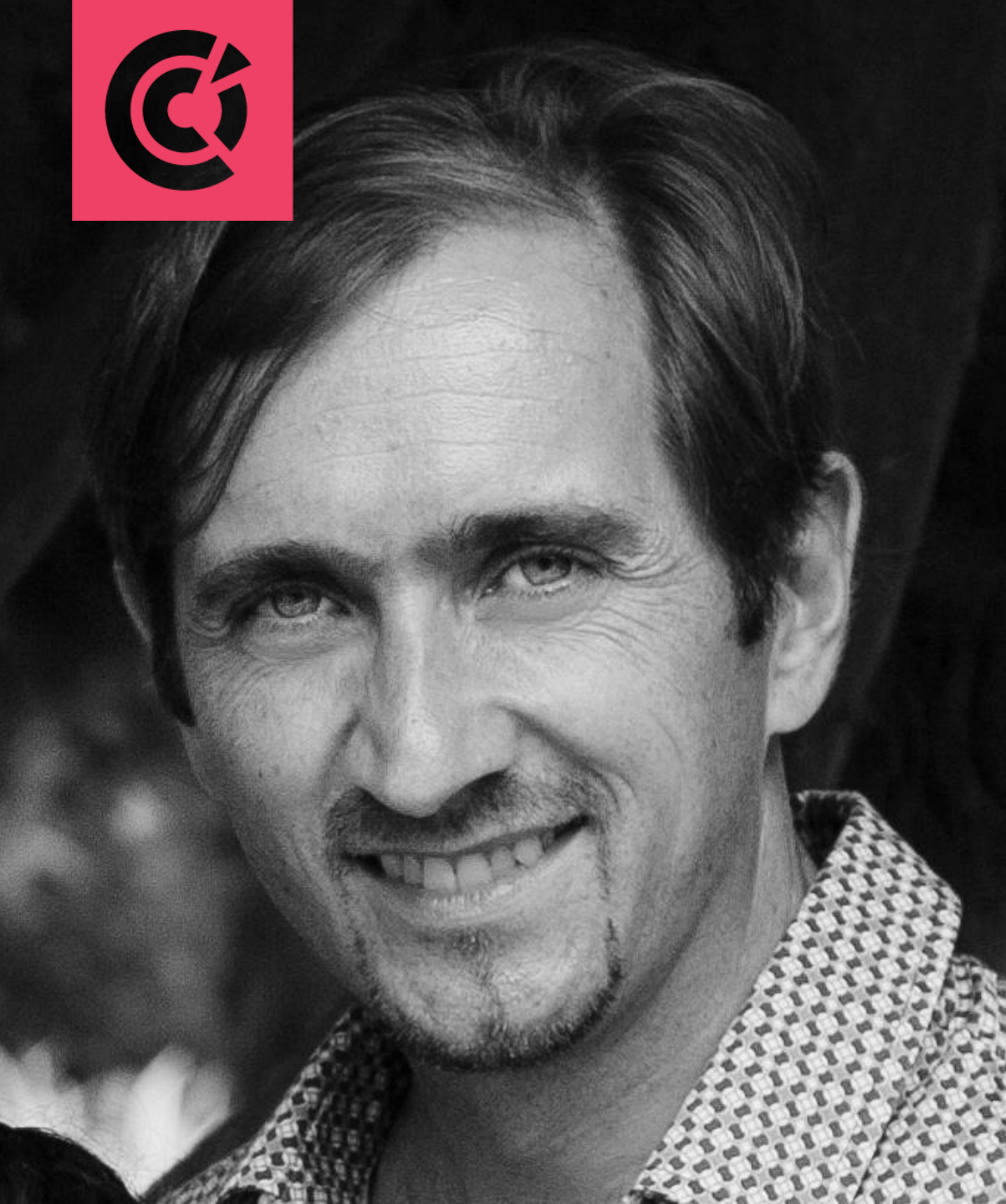
Joël is an accomplished and results-driven executive with 20+ years comprehensive international experience in advising and leading all phases of complex, multimillion-dollar and large-scale projects including offshore wind, and environmental services in North Asia.

He has gained hands-on experience in crisis / emergency response both as a member of a crisis management team in the preparation for nuclear power plant emergency situations in France; and as Country Director of Veolia Taiwan dealing with a wastewater-spill situation resulting in the Danshui river pollution from the Bali wastewater plant.

In addition, Joël has extensive experience in the management of stakeholder concerns (with conflicting needs) in the context of the development and operations of complex infrastructure projects in France, Guam, Taiwan and China.

He is currently the founder and Director of Ostendo Projects, a local consultancy in energy transition related industries for Taiwan and Asia Pacific, Taiwan. Joël holds an MBA, a MEng in Electrical Engineering and a Certified Diploma in Accounting & Finance.





Renzo PELLANDINI

Renzo is a gifted, experienced and dedicated coach, trainer, and facilitator. He's passionate about exponential and digital transformation and has been supporting individuals and teams to discover their future ambitions for many years.

He pursues collaboration by engaging teams to address the tension and conflicts that prevent them from fully tapping into their potential.

He has trained and facilitated both local and international companies in Taiwan and around. Trained as an Electronic Engineer at the Swiss Federal Institute of Technology and specialized in semiconductor engineering, he later added a BS Degree in Engineering & Business. Renzo 9-yearhas a unique 19-year background in managerial and business practices in Asia and in particular in Greater China.

Renzo speaks five languages fluently (English, Italian, Spanish, French and German) and has been supporting clients in all those languages. He's also a certified ExO Consultant and Purpose Alliance Exponential Innovator.

Alexandre LEVY

Alexandre Levy is an expert in Business Management, based in Asia since 2002.

He is fully fluent in Mandarin, and has been working for multinational companies in Taiwan, China, Malaysia, Singapore and Hong Kong as a consultant since 2008.

Specialized in industrial projects, he has also worked in micro- electronic and consumer products and services. Alexandre's scope of expertise includes business diagnostics, sales management, complex project management, process optimization or digitalization.

Alex is also very actively working on CSR in projects related to Education and Climate Change.





FAQ

Will answer your questions

Who brings this event? The Live Action Crisis Drill

is brought to you by special arrangement with **The MindTrust Partnership**, a collaborative group of veteran consultants with deep expertise in corporate communication, organizational development, leadership development and management consulting. Member consultants include: David Chard, Joël Cicéron, Renzo Pellandini, and Alexandre Levy, all based in Taiwan but serving customers worldwide. **The MindTrust Partnership** is committed to bringing high-value learning events and services to the Taiwan business community to prepare them for uncertain futures and empower them to respond to challenges with resilience and leadership. [Please see detailed information below.]

Why is this Live Action Crisis Drill Important?

Crisis Preparedness is a key element of Risk Management. An unprepared organization will rapidly be overwhelmed by a true crisis, which has the potential to damage reputation so badly that things will never 'return to normal.' The value of crisis training cannot be overstated. Typically, the first stage of a crisis is 'what happened' and the second stage is the damage that occurs from a failed response by the business or organization. **Most executives underestimate the challenges of a crisis and overestimate their ability to respond effectively.** *This is a formula for disaster.*

How do we register?

To register please contact director@ccift.org.tw or directly through our [website](#). Return the form by email and make payment no later than June 10th, 2021. GUI's will be provided after payment is received, together with a confirmation of your registration.

How will payment be made?

Payments must be received by June 10th and executed by wire transfer to CCIFT. Be sure to include the remitter's company name with payment, to verify identity.

What if a registered participant cannot attend?

If a registered participant is not available on the date, a substitute person can be allowed to take his or her place. *Unfortunately, there can be no refunds after registering.* This is necessary to ensure we will have 30 participants in the simulation. Registration will be closed once 30 participants have registered.

Isn't this price expensive?

That is a very typical per-person fee for a customized simulation. The most expensive thing will be an unprepared crisis team that fumbles its response to a crisis.

How will the simulation be done?

This **Live Action Crisis Drill** will be done in the virtual Zoom environment, which enables high interactivity using Breakout Rooms, in conjunction with a special Facebook Group limited to paying participants only. The 30 participants will take on randomly assigned roles of different Stakeholder Groups and a Crisis Response Team, facing a series of high- impact escalations that will challenge everyone to bring their best response. Following the simulation, all participants will be engaged in Debriefing Sessions, Action Planning and Message Development exercises, Case Studies, and Q & A sessions. *All involved will learn a great deal in the process.*

What if I end up in a participant group that doesn't fit my preference?

Every role in the simulation is valuable and will provide unique perspectives and learning experiences. Roles and groups will be randomly assigned by Zoom at the start. We ask all participants to embrace the role they receive and pretend it is as if some higher power has picked this as a special learning opportunity for them. By accepting your assigned role, you also make a large contribution to the overall learning experience.

Why participate with people from other organizations?

Because the crisis scenario in this exercise is based on events that can and do affect every industry, it will be highly relevant for participants from any organization. Working with new and different people in a group of 30 persons also brings a rich diversity of perspectives to sharpen the learning experience.

How will my company benefit from this?

Crisis Preparedness is a key element of Risk Management. An unprepared organization will rapidly be overwhelmed by a true crisis, which has the potential to damage reputation so badly that things will never 'return to normal.' The value of crisis training cannot be overstated. This is an investment in preparedness and prevention.

But do we really need this kind of training?

Typically, the first stage of a crisis is 'what happened' and the second stage is the damage that occurs from a failed response by the business or organization. **Most executives underestimate the challenges of a crisis and overestimate their ability to respond effectively.** This is a formula for disaster. This **Live Action Crisis Drill** has the potential to effectively raise awareness regarding the challenges of a crisis and spark a commitment to developing **a High Performing Crisis Team.** Imagine calling the firefighting department, only to discover that no members of the firefighting team have any experience in putting out a fire.

How will participants benefit from attending?

Participants will experience the overwhelm that occurs in the context of a crisis and gain a heightened awareness of what is needed for an effective crisis response. As a result, they will see potential vulnerabilities they did not see before and be able to begin planning for a High Performing Crisis Team in their organization.

This gives them a strong motivation to begin thinking differently about organizational risks and what is really required to ensure that a crisis will not put them out of business or destroy their company's reputation.

Potentially, the **Live Action Crisis Drill** can provide the stimulus needed to motivate business leaders to undertake effective Crisis Preparedness training that will equip key members of their organization to respond effectively to a crisis and to prevent 'issues' from developing into a full-blown crisis.

What language will be used?

The event will be conducted in English. And, if there is interest, a Chinese language **Live Action Crisis Drill** can be arranged by request.



To Register please

CLICK HERE

Or contact

director@ccift.org.tw

THANK YOU!



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More information on our website=>