



The Instant Survivor: Right Ways to Respond When Things Go Wrong

Jim Moorhead

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This is a crisis-management handbook that shows readers the four steps to going from head-in-the sand denial to head-held-high success. Jim Moorhead reveals the methods top companies use to tackle crises. In an energetic, upbeat style - laced with compassion and practicality - he explains how executives audit their businesses and fix problems before they mushroom into messes. When crises do occur, a crisis management team talks through the company's business and legal goals, analyzes the people and resources to deploy and the allies and experts to call upon, and debates the options before agreeing on a strategy. Whether the problem is downsizing, divorce, disability, or debt, Jim Moorhead, a seasoned trial attorney and crisis adviser, outlines four action steps to help any individual prevent and tackle life's hard and soft crises in an organization:

STAY FROSTY: Remain calm and focused when a crisis begins

SECURE SUPPORT: Tap into your network of personal and professional contacts

STAND TALL: Take full charge of your response

SAVE YOUR FUTURE: Prepare for post-crisis success

As he explains his steps to overcoming disasters and predicaments, Moorhead selects from firsthand accounts and anecdotes amassed during thirty years of experience in law, politics, and consultancy to inspire and encourage readers. These intriguing stories - of people overcoming everything from disease, debt, and job loss to car bombings and wrongful imprisonment - engage readers as they illustrate the author's key points.

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