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Press Release

Practice Makes Perfect in Crisis Leadership, says leading author

Local and international leadership expert urges businesses to rehearse crisis plans

Rockville MD, January 1, 2018: Best-selling leadership author John Kolm says that practice is the best policy when planning for crises. During a breakfast on Crisis Leadership last month, and speaking at the National Association of Business Owners and Executives (NABOE) at the Woodmont Country Club in Rockville MD, Kolm was one of a panel of four experts addressing about 100 business CEOs. “There is no amount of talking or talk-based training that will make the slightest difference when handling a crisis at work”, says Kolm. “The brain simply doesn’t operate that way. If you want your work team to handle crises and moments of stress effectively, you have to train the same way Marines, astronauts, surgeons, special forces and intelligence officers do. You need to find someone who can help you practice by simulating reality-based situations that help you retain the skills under duress.”

Kolm is a former NSA intelligence officer and a global bestselling author on teamwork and leadership, best known for his leadership book [Crocodile Charlie and the Holy Grail](#). He has been CEO of world-leading teamwork and leadership Simulation company Team Results USA for 24 years.

Other crisis management experts at the breakfast included DC Water Emergency Management Chief Jonathan Reeves, FEMA Deputy Chief Counsel Joel Doolin, serial entrepreneur and crisis expert Gwyn Whittaker, and NABOE President Ron Wills. Discussions of their experience were extensive, but all agreed on the importance of practical rehearsal rather than just classroom training.

“You can’t learn to lead people in a crisis by sitting in a classroom”, concludes Kolm, “any more than you can teach a kid to ride a bike by showing them PowerPoint Slides.”

For Immediate Release