



CRISIS STOP[®]

CRISIS STOP[®] is a crisis management service developed by Firestorm[®], designed to improve crisis outcomes, while decreasing the frequency and severity of crises. As part of your MSGIA membership, the first hour of Firestorm CRISIS STOP services is offered to you at no cost.

Minutes Matter, Seconds Count.

Actions and words matter.

In a crisis situation, **STOP** is both an acronym and a best practice.

As a best practice, it is important for anyone in a crisis situation to slow the flow of events down to a manageable level. The adrenaline which is always present in a crisis situation causes people to act and react far too quickly.

Mistakes are always made. It is so important, in any crisis situation, to just stop and take the time to truly appraise the situation.

Schools feel an overwhelming compulsion to act and speak. Very often, these initial inclinations are wrong, and result in additional exposure and liability.

The CRISIS STOP program allows trained MSGIA Crisis Coordinators to immediately provide knowledge and activate resources. As important, CRISIS STOP will prevent many common mistakes, thereby reducing frequency, severity, and brand/reputation damage.

Firestorm CRISIS STOP provides MSGIA Crisis Coordinators the training, tools and services necessary to:

- 🔥 Stabilize the situation
- 🔥 Trigger the appropriate resources
- 🔥 Opine on the exposures and decisions
- 🔥 Prevent common crisis errors

STABILIZE

A big part of the stabilization function is the very act of stopping. Once the escalation and flow of events is halted, reflect on all issues, people and communications which need to be addressed. It also starts to allow sight into how a reasonable plan might come together to achieve the best outcome.

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TRIGGER

T

Every crisis is "*business as unusual*." Therefore, expecting the same individuals and utilizing the same tools to manage the situation to the best outcomes is irrational. Having prequalified counselors like Firestorm, along with other professionals, is essential to ensuring the best outcome.

OPINE

In a crisis, you are always faced with a myriad of choices. Some of these choices are easy to interpret. Others are not. Often in a crisis, you must make the choice between two bad options. Trusted advisors opine on what the best overall strategy is.

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PREVENT

P

Mistakes, often made in the first hours of a crisis, cannot be undone and can affect both the frequency and severity of crisis events, the consequences of the behaviors, and the long-term brand and reputation impacts on the school.

Call MSGIA for CRISIS **STOP** services anytime there is a crisis or potential crisis.

Active Shooter	Hazing	Sexting	Suspension/Expulsion
Abuse	Inappropriate Relationships	Secual Abuse/Harrassment	Terrorism
Bullying	Kidnapping	Social Media Attacks	Transporation
Child Pornography	Missing Student	Social Media Risk-Brand/Reputation	Accident
Drug/Alcohol Abuse	Non-Custodial Parent	Sucided	Violence

Firestorm® Solutions, is a Novume™ Solutions company (Nasdaq: NVMM), and is a leading crisis and risk management firm and America's *CRISIS COACH*®. Since 2005, Firestorm has assisted clients in transforming crisis into value by responding to some of the largest and most complex crisis events as well as combining best-practice consulting with proven crisis management expertise. Firestorm empowers clients to manage crisis and risk through assessments, audits, program development, insurance partnerships, training and advisory services using the PREDICT.PLAN.PERFORM.® methodology.

Firestorm provided crisis management and crisis communications services to Virginia Tech after the shootings and continues to provide services to keep tens of thousands of employees, customers and students safer.