

Dealing with a Crisis Case Study

Assume you are the VP of Sales and Marketing for a large insurance company. Once a year your company rewards and recognizes the top 100 sales agents by taking them to a luxury resort for a four-day conference. Business presentation meetings are held during the morning. Afternoons are free time. Agents and spouses can choose from an assortment of activities including golf, tennis, boating, fishing, shopping, swimming, etc.

On day 2 at 3:00 p.m., you are at the gym working out on the treadmill, when you see Sue your administrative assistant rushing towards you. She says, "I need to talk to you immediately." You get off the treadmill and say, "What's up?" Sue states, "We've had a tragedy. Several agents went boating and swimming at the lake. Randy, our agent from California died while swimming."

(Background information – Randy is 28 years old. His wife did not come on the trip. She is home in California with their three children).

1. Explain what you would communicate to the following people.
 - a) Your boss
 - b) Your Human Resources Department
 - c) The local police
 - d) The attendees at the conference (Would you continue the conference?)

2. How will you notify Randy's wife?

3. If Randy's wife and a few family members want to visit the location of Randy's death, what would you do?

4. What are some "guiding principles" that leaders need to follow in a crisis situation?