



Preparedness Coach

Preparedness is Not Optional - It is Strategic

Every organization faces risk. While some risks can be mitigated, not all can be eliminated. Disruptions, crises, and disasters are inevitable. The difference between organizations that recover quickly and those that suffer lasting damage is preparedness.

A clearly defined crisis management framework—supported by designated leadership roles, established decision triggers, and pre-approved response actions—enables teams to act decisively when it matters most. Predetermined roles and responsibilities eliminate confusion, accelerate response time, and protect both operations and brand reputation. The middle of a crisis is not the time to determine who is in charge or what actions to take.

Preparedness Coach Overview

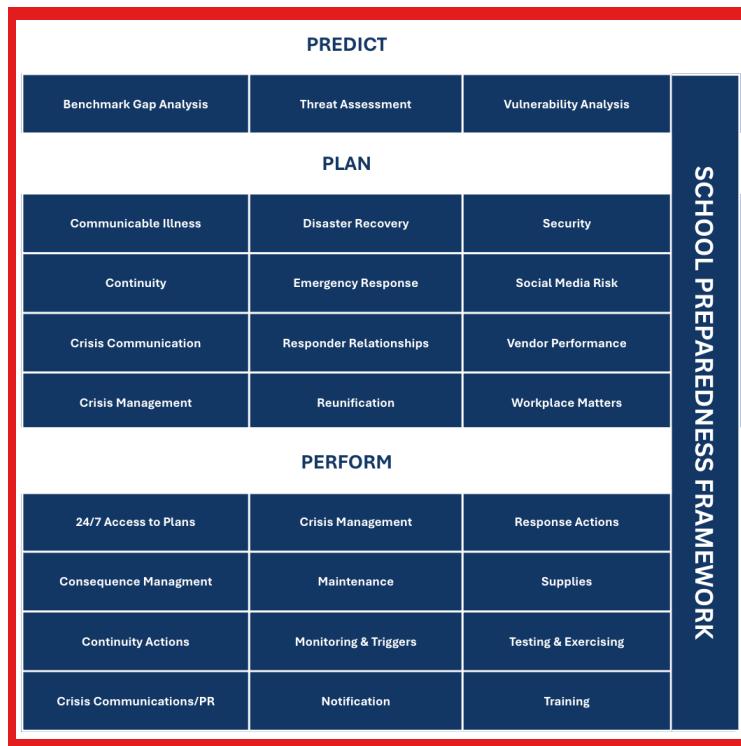
Adennill Will:

- Serve as your Preparedness Coach for a 12-month period.
- Conduct two (2) coaching sessions per month, with ongoing access to guidance and support between sessions.
- Provide full access to Adennill's proprietary methodologies, templates, tools, and expert guidance.

Preparedness Outcomes

Through this program, your organization will develop and enhance:

- A comprehensive Crisis Management and Response Plan
- A clear and effective Crisis Communication Strategy
- The design and implementation of a Crisis Management Training Program
- Testing and exercising of plans to validate readiness and improve performance



Preparedness is not a document - it is a capability.

The Preparedness Coach Program ensures your organization is ready to respond with confidence when a crisis occurs.