

# VIRTUAL CRISIS PLANNING



## WHY CRISIS PLANNING MATTERS

Crises are defined by their speed and volatility. In such moments, unpredictability reigns, previously unknown stakeholders emerge, and standard planning templates are obsolete.

At McChrystal Group, we believe in adaptable solutions. The right people, together, communicating about and aligned on the most action-oriented and effective path forward.

Virtual Crisis Planning provides organizations with a clear and decisive roadmap over the next 4-6 weeks. Our team of expert facilitators and crisis managers achieve this through two-hour to two-day remote planning sessions, framed by red team exercises.

Red team exercises are high-impact, short-form activities that reveal team and organizational misalignment and facilitate action planning in thirty- to ninety-minute segments.

## INTRODUCING MCCHRYSAL GROUP'S VIRTUAL CRISIS PLANNING

McChrystal Group's Virtual Crisis Planning is a solution for organizations scrambling to make sense of the COVID-19 crisis and chasing success over the course of the next 4-6 weeks. We achieve this through our proven one-week sprint approach.



Align stakeholders around the nature and severity of the crisis.



Apply red team exercises to challenge assumptions and uncover risks and opportunities.



Create a collective plan that gets you from today to 4-6 weeks into the future.

## PHASE ONE: PREPARE

Your dedicated McChrystal Group team will partner closely with you to set the stage for a demonstrable, impactful sprint. Specifically, the team will:

- Clarify and prioritize the problem
- Determine the resources available to mitigate the problem
- Identify and prepare the appropriate 12-20 stakeholders to involve in the sprint

## PHASE TWO: VIRTUAL CRISIS PLANNING WORKSHOP

McChrystal Group's expert facilitators will guide participants through a Virtual Crisis Planning Workshop, between two-hours and two-days in duration. In this workshop, we will deliver a tailored sequence of red team exercises applied to your specific industry and organizational challenges. We adapt to your existing planning process and provide planning guidance of our own.

We have facilitated these workshops for clients in the healthcare, government, non-profit, energy, retail, and consumer packaged goods spaces with outstanding results.

Our facilitators use red team exercises to bridge small group planning, small group brief-outs, and large group synthesis. The outcome of these sessions is a collective plan, which is broken down by decision points, resource requirements, time phases, expected outcomes, and communication strategy.



Virtual Crisis Planning repurposes our red team exercises to immediate needs, and uses those outcomes to drive near-term action plans.”

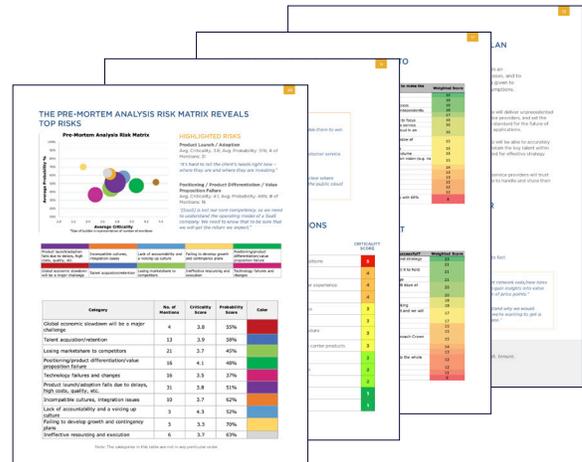


**MICAH ZENKO**

MCCHRYSTAL GROUP CRISIS PLANNING LEAD AND  
AUTHOR OF *RED TEAM: HOW TO SUCCEED BY THINKING LIKE THE ENEMY*

## PHASE THREE: CRISIS PLANNING REPORT

The final step in this sprint is the creation of the Crisis Planning Report, which is delivered 24-hours after the end of the Virtual Crisis Planning Workshop. The report synthesizes the key findings from the Workshop, presents the results of the red team exercises, and offers recommendations to improve the organization's near-term behaviors and processes.



For more information, please visit [mcchrystalgroup.com](http://mcchrystalgroup.com) or email [contact@mcchrystalgroup.com](mailto:contact@mcchrystalgroup.com)