

# Leadership When “It” Hits the Fan

Effective communications for critical times

with Gerard Braud

**Master Being Your Best on Your Worst Day  
Be the Leader Others Want to Follow**

**Learn From Those Who Rise to the Occasion  
Learn From Those Who Fall to Ridicule**

**In this program you will:**

- *Learn to spot dangers before they are dangers*
- *Break the cycle of decision paralysis and second-guessing*
- *Discover the communications skills needed to succeed*
- *Unlock the truth about Social Media and employees during a crisis*

**Ideal for CEOs, Executives, Associations & Public Relations Professionals**

Interactive, challenges conventional wisdom, surprising, spiced with humor

We live in an age in which a jetliner makes a safe, emergency landing in a river, in the midst of the media capitol of the world, yet the media's first image comes from a guy with a cell phone, before the airline knows it has lost a plane. This is an age in which thousands die because a single elected official cannot make a decision under pressure to evacuate his city before a hurricane. Ours is a time in which a gunman can freely massacre dozens because decision paralysis delays life saving communications.

This keynote will vividly combine case studies, on-stage theatrics, and eye opening revelations, guaranteed to leave your audience saying, “You know, I never realized that could happen.”

The lessons learned will leave each audience member poised to make major policy and procedural changes their first day back in the office.

**This keynote can be customized for 60 - 90 minutes.**

**Companion break-out sessions are available.**

**To book a program, check availability or pricing, contact  
Gerard Braud at 985-624-9976 or [gerard@braudcommunications.com](mailto:gerard@braudcommunications.com)**

## About Your Speaker

Known as the guy to call when “it” hits the fan, Gerard Braud (Jared Bro) is an expert in crisis communications and media

issues. He is an international trainer, author and speaker, who has worked with organizations on five continents.



He is the author of *Don't Talk to the Media Until... 29 Secrets You Need to Know Before You Open Your Mouth to a Reporter.*

Gerard has a gift for foreseeing and predicting crises. Fifteen years before Hurricane Katrina, he predicted the catastrophic destruction that would befall his hometown of New Orleans. For 2 years prior to the Virginia Tech shootings of 2007, Gerard warned that the crisis communications plans at most universities were insufficient and would fail when they were needed most.

Gerard has been active in the field of communications since 1979. For 15 years, he worked in print, radio and television as a front line journalist. His affiliate reports have been seen around the world on NBC, CBS, CNN and the BBC.

Gerard Braud (Jared Bro)

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