# The "Boy Scout" Content Strategy



# Switching from "Be Prepared" to "Wilderness Survival"

...Because days like these will come again!





## HELLO!

#### I am James Smith

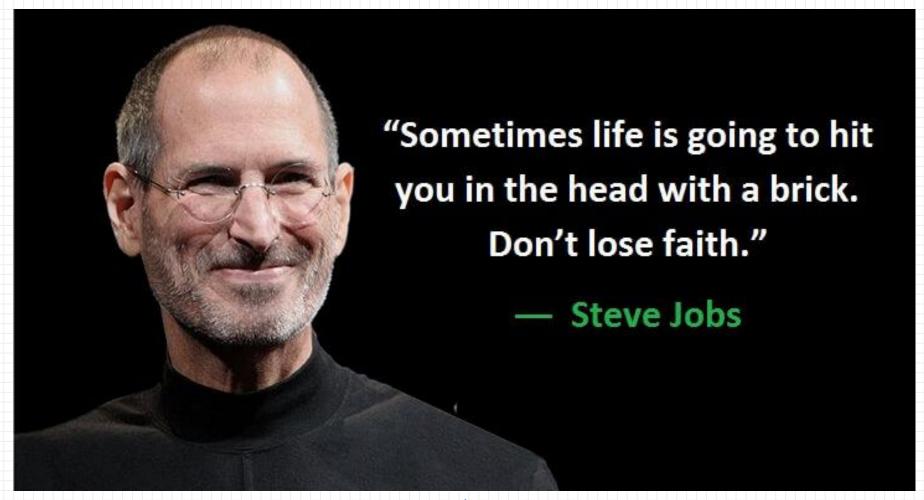
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## My Personal Bricks

#### **EXPERIENCE:**

- **✗** FARM KID...
- ✗ Boy Scout
- **X** Fire Rescue
- EmergencyPlanning
- \* Rescue Diver
- X Tornado Rescue
- **X** Hurricanes...
- HealthcareSupport &Facility Planning

#### KATRINA:

- ✗ Ground-Zero!!
- ✗ Company Owner
- **✗** 5-year Recovery

#### **Not** the buildings

- Systems
- Routines
- Logistics
- **X** Commerce
- <u>
  "Normalcy"</u>

#### PTSD/STRESS:

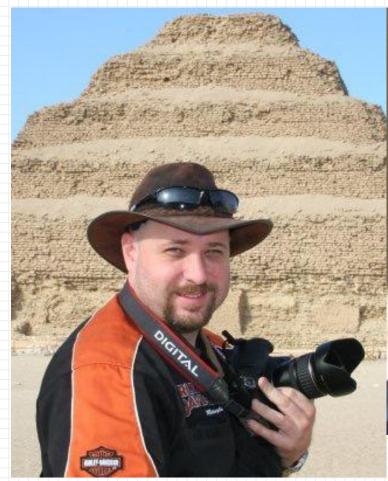
- **X** Unknowns
- Uncertainty
- HIGHEST Stress
- **X** Cordisol...
- = GAIN of 80 lbs.

**LOST 100 lbs.!** 











## Bricks in COMMON

#### **EXPERIENCE:**

\* FARM KID...

**X** Boy Scout

Fire Rescue

EmergencyPlanning

Rescue Diver

Tornado Rescue

Hurricanes...

Healthcare
Support &
Facility Plannir

#### KATRINA:

X Ground-Zero!!

Company Owner

5-year Recovery

#### **Not** the buildings

Systems

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Logistics

**X** Commerce

"Normalcy"

#### PTSD/STRESS:

Unknowns

Uncertainty

✗ HIGHEST Stress

X Cordisol.

= GAIN of 80 lbs.

#### **LOST 100 lbs.!**

THIS WEEK,...

...I've put on 8 lbs.!!!



#### Two Ways to "Be Prepared"

#### **Pro-Active**

Is everything you can do before things happen, or before they get worse as they are happening.

#### RISK EXPOSURE:

Failure to act, or to do so insufficiently.

#### **Re-Active**

Is everything you are *forced* to do after things happen; pushing emergency systems to their limits.

#### RISK EXPOSURE:

Failure to <u>drill</u> the system and keep it ready.







WE DON'T RISE TO THE LEVEL OF OUR **EXPECTATIONS, WE** FALL TO THE LEVEL OF OUR TRAINING.

-Archilochus



The reason that everybody likes planning is that nobody has to do anything.

Jerry Brown

Unless commitment is made, there are only promises and hopes; but no plans.

- Peter F. Drucker

Like the way
Lemon Juice
will find
EVERY
paper-cut
on your
hands!

PRESSURE, is what tests systems!



#### Three Most Important Steps to Achieve

## Action is Required STEP ONE:

Make things happen. Success depends on being <u>relentless</u> until this starts.

### Systematize the Process

#### STEP TWO:

Create a <u>sustainable</u> work-flow for emergent situations, which pre-make needed web content; then react to the <u>unknowns</u> once ".it hits the fan."

#### Test the System

STFP THRFF:

Work to optimize that system by testing it under *pressure!* As most engineers will tell you, pressure-testing any system will show you the leaks -- and it's better to find them during Testing!!





If I had to live my life again,
I'd make the same mistakes,
only sooner.

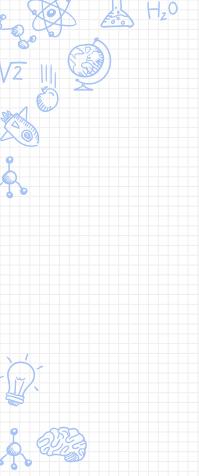
- Tallulah Bankhead

AZ QUOTES

It does not do to leave a live dragon out of your calculations, if you live near one.

- J.R.R. Tolkien







## THANKS!

## Any questions?

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#### Credits

Special thanks to all the people who made and released these awesome resources for free:

Presentation template by <u>SlidesCarnival</u>

