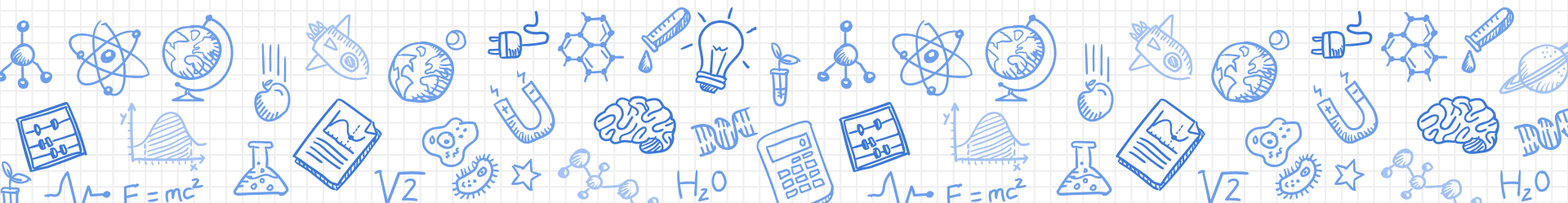


# The “~~Boy Scout~~” ~~Content Strategy~~



# Switching from “*Be Prepared*” to “*Wilderness Survival*”

...Because days like these will come again!





# HELLO!

## I am James Smith

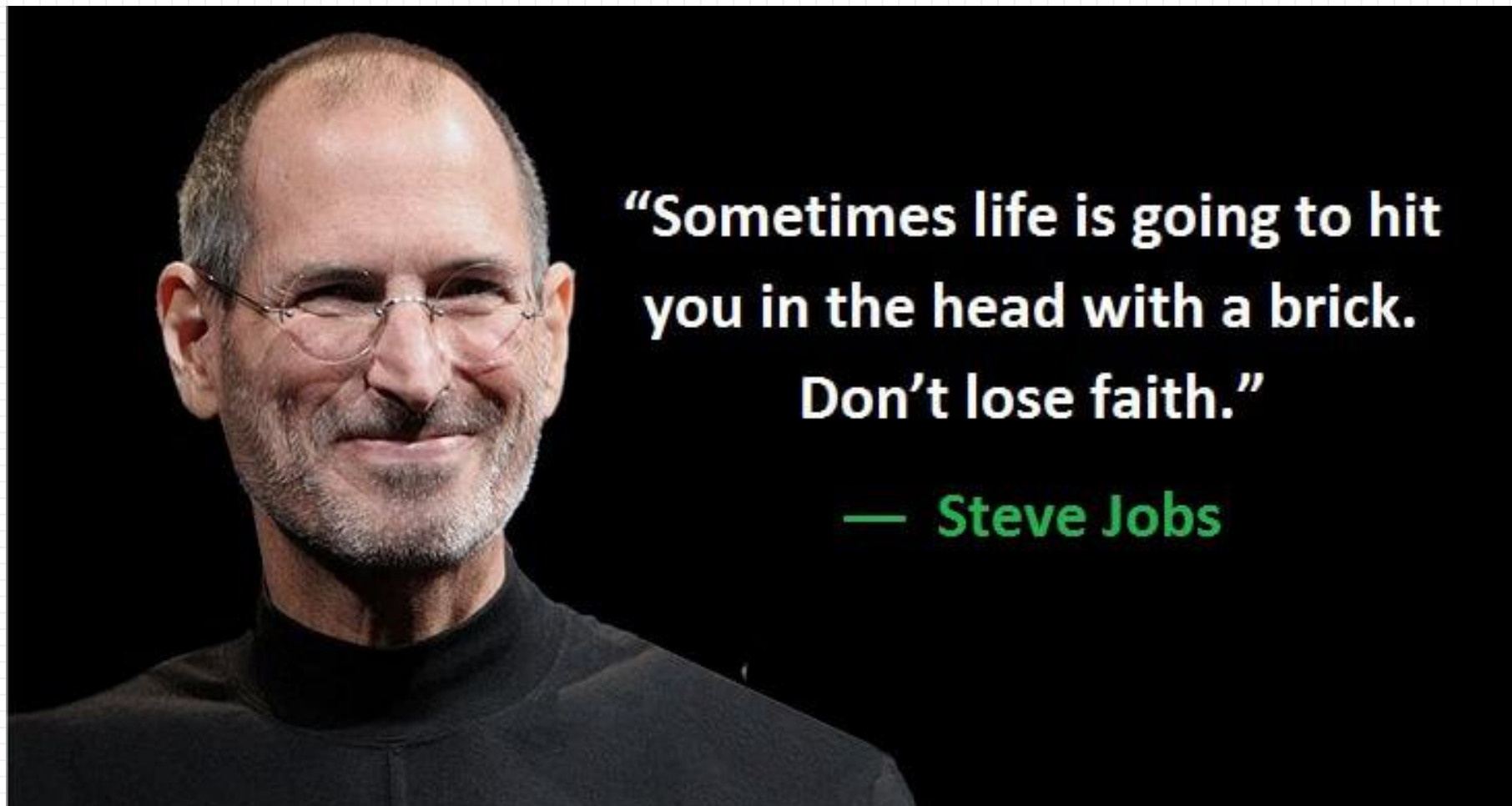
You can find me at:



@jmosmith



jmosmith11@gmail.com



# My Personal Bricks



## EXPERIENCE:

- ✗ FARM KID...
- ✗ Boy Scout
- ✗ Fire Rescue
- ✗ Emergency Planning
- ✗ Rescue Diver
- ✗ Tornado Rescue
- ✗ Hurricanes...
- ✗ Healthcare Support & Facility Planning

## KATRINA:

- ✗ Ground-Zero!!
- ✗ Company Owner
- ✗ 5-year Recovery
- Not the buildings**
- ✗ Systems
- ✗ Routines
- ✗ Logistics
- ✗ Commerce
- ✗ "Normalcy"

## PTSD/STRESS:

- ✗ Unknowns
  - ✗ Uncertainty
  - ✗ HIGHEST Stress
  - ✗ Cortisol...
- = *GAIN of 80 lbs.*

**LOST 100 lbs.!**



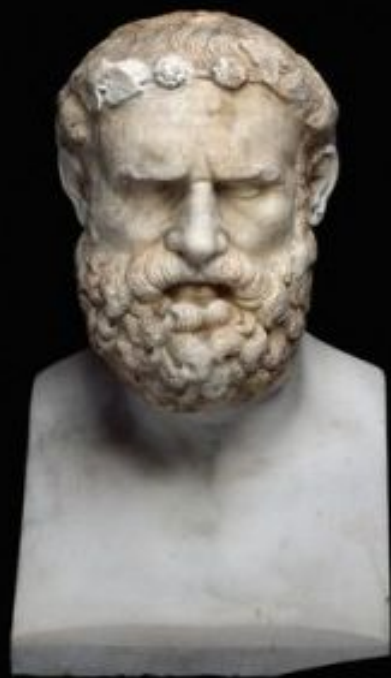












**WE DON'T RISE TO  
THE LEVEL OF OUR  
EXPECTATIONS, WE  
FALL TO THE LEVEL  
OF OUR TRAINING.**

**-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!*









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.*

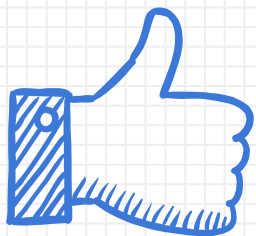
- J.R.R. Tolkien

"The most important failure was one of imagination."



The 9/11 Commission Report





# THANKS!

## Any questions?

You can find me at



@jmosmith



jmosmith11@gmail.com

## Credits

---

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

✘ Presentation template by [SlidesCarnival](#)

