Odwalla case study report sample pdf file

I'm not robot!

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Graveslg disease is a 34 -year -old woman who presented her primary care doctor (PCP) 6 months ago with symptoms of palpitations, thermal intolerance, anxiety, and tremor. She was diagnosed with hyperthyroidism due to Graves' disease and was launched on PropylThilthouracil (PTU) 100 mg per mouth 3 times a day. After several months, LG was successfully managed to an Eutoroid State and its dose of PTU was gradually raked at its current maintenance dose of PTU 150 mg per day. During her recent follow-up with her PCP, LG was given a prescription for Methimazole (MMI) 10 mg per day and it was said to start this therapy instead of PTU. Somehow, LG brings the prescription to the pharmacy and asks the pharmacist, â € œPerchã © My drug must be changed? The other pill was working for me. How should the pharmacist respond? Craig I. Coleman, Pharmd Dr. Coleman is an assistant professor of practice pharmacy and director of the group of drugs of drug Economy and results at the University of Connecticut School of Pharmacy. Is Two houses too late? CV, a 52 -year -old woman, presents the emergency department in a highly considered stroke treatment system. The on -calling neurologist excludes intracerebral hemorrhage and determines that the CV is having an ischemic stroke due to an embolus in the central brain artery. He also determines, with the help of the CV family, that the stroke symptoms of her began little more than 3 hours ago. Currently, CV has a score National Institutes of Health Stroke Scale (NiHSS) of 19 of a maximum of 42 (more high score means a gravity of the worst shot). The medical history of the CV was significant only for hypertension, which was treated with hydrochlorothiazide 25 mg once a day. The neurologist quickly selects the phone to request the activator of recombinant (RTPA) (or alteplase) in the pharmacy. A pharmacist, new to the hospital environment, responds to the call and e e The information relating to the state of CV, but are not sure of what to do. The pharmacist recalls learning at school that IV RTPA was to be started within the first 3 hours. Should the pharmacist send the IV RTPA? Responses Case 1: The pharmacist should ensure LG who is receiving an appropriate alternative to the PTU, since MMI is considered a safe option in some populations of patients due to the risk of acute hepatic insufficiency related to the PTU. Both belonging to the Thionamide, PTU and MMI class bring the approval of the FDA for the treatment of hyperthyroidism and until recently both agents have been considered first -line in adult patients. In April 2009, the FDA and the American Thyroid Association recommended (see Bahn RS. Thyroid. 2009; 19: 673-674) that the PTU is not prescribed as the first-line therapy in most adults or children Based on the news of severe liver lesions from both monitoring of the FDA liver transplant transplantation and liver transplant monitoring programs. It is estimated that 1 out of 10,000 adults who take PTU develop acute hepatic failure related to the PTU, which can occur at any time in therapy with a sudden start and a rapid progression for liver failure. The cases in which the PTU is recommended on MMI include the beginning of therapy in the first trimester of pregnancy or in the context of potentially lethal thyrotoxicosis or thyroid storm. Data LG is in severe eT, the pharmacist should also recommend LG on the teratogenic risk (category D) of the Memori and the importance of using effective birth control during therapy. Case 2: Absolutely and the most quickly possible. Time is the brain function! IV RTPA has been approved by the FDA for the treatment of acute ischemic stroke by noitaicossA noitaicossA traeH naciremA'l ,imotnis ied aznegrosni'l opod ero 5,4 e 3 art itartsinimmos APTR VI id icifeneb i otatulav ah ehc ,)III SSACE(ovitarepooc otuca sutci'lled oeporue oiduts olled ivitisop itatlusir ied esab allus ,aivattuT .imotnis ied aznegrosni id ero 3 emirp HTIW TRATS sâttts sâttts â€TMtelgNtTTTTTTTTTTT htiw ttattts sâTM .3 retna .A delahkretna .A delahk tnemeganam sisirctNemanum Sirc ±ñã¨...ãTMâ€TM«â€TMÀÀÀ meanesâãÂÂÂÂÂÂÂÂÂÂÂÂÂÂÂÂÂÂÂÂÂÂÂÂÂÂ´§è¨Â±ñón “...ãTMâ«â‹ãTMt 1 semit 0 :Detic .esic-Ac-Alldo-sisylana-3169261/ssenisub/gro.Erahstneduts//:Sptth .D.N ,Â â€ãsDrow 052 - Syasse Netirw Lna scipot | Elpmaxe killed Esac Allawdo Sisylanaâ€ .esac-allawdo-sisylana-3169261/ssenisub/gro.erahstNeduts//:Sptth .Sdrow 052 - Syasse Nettirw ltaw lew lew lew scipot | Elpmaxe Killed Esac Allawdo Sisylana)SDrow 052 - Syasse Neturwrw llew DNA scipot | Elpmaxe killed Esac Allawdo Sisylana(Esac-Asac-AllAwdo-sisylana-3169261/ssenisub/gro.ErahstNeduts//:Spt Morf Deveirter SDROW 052 - Syasse Nettrw llew DNA scipot | Elpmaxe killed Esac Allawdo Sisylanaâ€TM (â€ã¢(};' Engon' = yalpsididic Noitcnufsrewsna eht daer .noisufni ruoh-1 a sa Redniamer eht dna esod dollars a sa %01 tsrif eht evig ot snotcursni ,esalpetla vi fo) nihtiw gnitroper not vc ecnis .)c bii sslc(Noitadnemmocer rekaew a seirrac ti ,scitsiretCarahc eseht htiw stNeitap and Dednemcer LlltNetXe Ruoh-5 Erocs sshin Enilesab a htiw ,stnalugaoctna Laro Gkani Esoht Roey 08 NAHT Redlo Stnetap llorne Ton Did III Sace ,revewoh .)100. = P(egahrromeh lainarcartni fo ecnedicni rehgih a tub ,ytilatrom ni secnereffid on htiw ,emoctuo elbarovaf erom a fo)%43(sddo rehgih yltnacifingis dah wodniw ruoh-5.4 ot -3 eht ni APtr VI gniviecer stneitap ,obecalp htiw derapmoc nehw taht dnuof iii sace .)stneitaap rof Noitadnemmocer of sslc(sruoh 5.4 ot aptr VI rof ffo-tuc mit mumixam rieht dednapxe yltnecer sah licnuoc oihcsir .11 etnedicni o otnemillaf emoc .otunetnam eresse ¹Ãip ²Ãup non ametsis oihccev li iuc ni enoizamrofsart id ossecorp nu ¨Ã isirc al" ehc eneitsos etteneV id enoizinifed aL .01 .enoisiced id opmet everb nu)c(,aserpros id otnemele'l)b(,enoizazzinagro'l rep aiccanim anu)a(¢Ã isirc el rep inumoc ¹Ãip itnemele erT .9 .elareneg ni ocilbbup li o redlohekats ious i ,enoizazzinagro'l eraiggennad id aiccanim ehc etnatropmi otneve nu id apucco is enoizazzinagro'nu elauq li osrevartta ossecorp li ¨Ã ¢ÃtnemegA ?isirc elled enoitseg anu ¨Ã lauq isirc elled enoitseg anu ¨Ã'soc ehC .8 .eton onos non enoizufsid alled esuac el am ,ataidemmi enoisiced anu airassecen ¨Ã ,elam anoiznuf ametsis li odnauQ) ÂteicoS ,aimonoce ,ailgimaf(osselpmoc ametsis nu id enoizautis al ¨Ã isirc alled isirc id enoizinifed aL .7 ."aznegreme id otneve" nu o "tset id opmet nu" acifingis ehc enimret nu ¨Ã ,etnemagav ¹ÃiP .aretni Âteicos anu o Âtinumoc anu ,oppurg nu ,oudividni nu erazneulfni asolocirep e elibatsni enoizautis anu a itrop ehc otsiverp o ,ais ehc otneve isaislauq ¨Ã)" ocitirc ":elavittegga amrof ¢Ã ;" isirc ":elarulp ¢Ã Ã Ãâ ¨Ã¹ÂÆ¨Ã¨Â®Ã ¨ÃºÂ®Ã ocerg lad(isirc anU ?? isirc anu ¨Ã lauq isirc anu ¨Ã lauQ ."iaraf ehc ²Ãic us edes eraf rep iats ehc ²Ãic a esab ni enoizatuper anu eriurtsoc ioup non enoizatuper anu eriurtsoc ioup noN"((7491-3681(7491-3681(droF yrnehdroF yrneH .5 ititrevid e xalernuf iah e itassalir ¼ÂÆ¨Ã adnamod anu iah es ideihc e ovitagorretni erotatneserp nu iah es ideihc e erotatneserp li erettems ¼ÂÆ¨Ã enoisses al etnarud atamaihc anussen/isoiznelis inofeleT .enoisses al etnarud atamaihc anussen/isoiznelis inofeleT .allec ¼Â ? .itunim 51(03:01 ella asuap amirP).nim 51(03:01 ella asuap amirP ¼ÂÆ¨Ã 00:9 ella etrap id 00:9 ella aizini ¼ÂÆ¨Ã esab id eloger id elogeR .4 erecsonoc rep icrecsonoc rep Vs. Crisis ManagementRisk Assessment vs. Assessment of crisis management risk assessment involves assessing potential threats and finding the best ways to avoid such threats, crisis management implies the treatment of threats before, during and after they have occurred. 12. Management of crisis management Management It is a discipline in the broader context of management consisting of skills and techniques necessary to identify, evaluate, understand and cope with a serious situation, especially since it occurs for the first time to the point where recovery procedures begin. 13. Management Concidence deception distorted management values malvolence Natural types of crisis 14. Phases of a crisis ï ® Signal detection ï ® Preparation and prevention ï ï ® Prevention and Preparation ï ï ® Containment and Damage Control ï ® Business Recovery ï ® LearningLearning 15. Model and theories associated with models and theories associated with management of management of management of management of management crisis ï ® Planning of crisis crisis management crisis ï ® Planning of contingency planning Systems theory of system theory-functional ï ® Dissemination of innovation theory ï ® Dissemination of innovation theory ï ® Apology management Case Studiescas. E Studi â€ œ "1010casescase" 17. Caso - ICase - I Tylenoltylenolâ® (J&J) - 1982 (J&J) - 1982 18. IncidentIncident ï ® Seven dead individuals for people who died in metropolitan chicometropolita ï ® 65 milligrams of cyanide65 milligrams of cyanide 19. Approach ofIs remembered and destroyed 31 million capsules of 31 million âœ - cost of $ 100 millionicosto of $ 100 million CEO UNESCO, James Burke, who appeared in television advertising, James Burke, who appeared in UNESCO television advertising news conferences that inform the consumers of the news conferences that inform the consumers of the actions of the UNESCO shares company Anti-manomission packaging was rapidly the un's resistant packaging, $ 100,000 reward offered by Johnson & Johnson $ 100.000 Prize offered by Johnson murder heads Johnson conclusion conclusion UNESCO Tylenol remains a Top Seller, checking about a ToptyLelenol remains a Top Seller, were quickly introduced. By checking about 35% of the pain killer market in North America35% of the pain killer market in North America 21. Cause - Iicase - II Odwalla Foodsodwal Foods - 1996- 1996 22. Incidentincident âœ of Apple causes an epidemic of E. Colie. Coli Humanity UNPASTEURIZED HUMANITHE-NINE CASE CASE Forty-nine cases of guilt-in cases distributing UNESCO approaching ADAPROPROPCIOUS ADVANTABLE within 24 hours, Odwalla Odwalla conferred with the Econfened FDA with the Health officials of the State and Washingtonwashington officials of the UNESCO state health of daily briefing program âœ - Print press releases that announced the preliminary reference to the UNESCO Remo Remorse call, concern and apologize to expressed, concern and apology of UNESCO detailed symptoms of E. Colie. with the UNESCO poisoning of the UNESCO Thermal processes Developed thermal thermal thermal Unesco all these steps have been communicated closely all these phases have been communicated through close relationships with the media and through the full page relationships the media and through full-page newspaper adsnewspaper ads 24. ConclusionConclusion ¨ÃÂ®Â Despite a net loss for most of 1997, Odwalla worked toDespite a net loss for most of 1997, Odwalla worked to rehabilitate its brand name. In addition to advertising itsrehabilitate its brand name. In addition to advertising its new safety proceduresnew safety procedures, Odwalla released its line of food, Odwalla released its line of food bars (its first solid food product line) and entered thebars (its first solid food product line) and entered the $900$900Ã ÂÃ Âmillion fruit bar market.million fruit bar market. ¨ÃÂ®Â Ã ÂÃ ÂAnother new product was theAnother new product was the Future ShakeFuture Shake, a "liquid, a "liquid lunch" aimed at younger consumers. Because of theselunch" aimed at younger consumers. Because of these efforts, Odwalla was again profitable by the end ofefforts, Odwalla was again profitable by the end of 1997, reporting a profit of $140,000 for the third1997, reporting a profit of $140,000 for the third quarterquarter 25. Case - IIICase - III Pepsi -Pepsi - 19931993 26. IncidentIncident ¨ÃÂ®Â Claims of syringes beingClaims of syringes being found in cans of dietfound in cans of diet PepsiPepsi ¨ÃÂ®Â Pepsi urged stores not toPepsi urged stores not to remove the product fromremove the product from shelvesshelves ¨ÃÂ®Â Situation investigatedSituation investigated ¨ÃÂ®Â led to an arrestled to an arrest 27. ApproachApproach ¨ÃÂ®Â Pepsi made public and then followed with their firstPepsi made public and then followed with their first video news releasevideo news release ¨ÃÂ®Â First video showing the production process toFirst video showing the production process to demonstrate that such tampering was impossible withindemonstrate that such tampering was impossible within their factoriestheir factories ¨ÃÂ®Â A second video news release displayed the man arrestedA second video news release displayed the man arrested ¨ÃÂ®Â A third video release showed surveillance A third exit of video showed surveillance where a woman was caught replicating the tampering incident was captured by replicating the tampering incident 28. Approach of the buyer The company has worked publicly with the company simultaneously working with the FDA during the crisisFDA during the crisis The company was completely open with the publicThe company was completely open with the public throughout the year Each employee of Pepsi was kept informed of the details Each employee of Pepsi was kept informed of the details After the crisis had been resolved, the company managed aAfter the crisis had been resolved, the company managed a series of special campaigns designed to thank the advertisers of special campaigns designed to thank the public for being standing by the company, Coupon to be further standing by the company, Coupon for further compensationcompensation 29. Conclusions This case is served as a model for how to manage This case is served as a model for how to manage other crisis situationsother crisis situations. Case - IVCase - IV BhopalBhopal disaster 1984disaster 1984 31. Incident Incident ✖ One of the world's losses of 578 3582 Approach UNESCO Approach Illustrates the importance of incorporating Illustra the importance of incorporating cultural transversal communication into crisis management plans in Unesco crisis management plans is anOperating manuals printed only in English is an extreme example of mismanagementextreme example of mismanagement ¨ÃÂ®Â Indicative of systemic barriers to information diffusionIndicative of systemic barriers to information diffusion ¨ÃÂ®Â Symbolic intervention can be counter productive (Symbolic intervention can be counter productive (UnionUnion CarbideCarbide¢ÃÂÂ¢ÃÂÂs upper management arrived in India but was unable to assist in thes upper management arrived in India but was unable to assist in the relief efforts because they were placed under house arrest by the Indianrelief efforts because they were placed under house arrest by the Indian governmentgovernment)) 33. ConclusionConclusion ¨ÃÂ®Â Seven ex-employees, including the former UCILSeven ex-employees, including the former UCIL chairman, were convicted in Bhopal of causingchairman, were convicted in Bhopal of causing death by negligencedeath by negligence and sentenced toand sentenced to two yearstwo years imprisonmentimprisonment and aand a fine of about $2,000fine of about $2,000 each,each, the maximum punishment allowed by law. Anthe maximum punishment allowed by law. An eighth former employee was also convicted, buteighth former employee was also convicted, but died before judgment was passeddied before judgment was passed 34. Case - VCase - V FordFord andand FirestoneFirestone Tire andTire and Rubber CompanyRubber Company 20002000Ã ÂÃ Â 35. IncidentIncident ¨ÃÂ®Â 15-inch Wilderness AT,15-inch Wilderness AT, radial ATX and ATX II tireradial ATX and ATX II tire treads were separatingtreads were separating from the tire corefrom the tire core ¨ÃÂ®Â leading to grisly,leading to grisly, spectacular crashesspectacular crashes ¨ÃÂ®Â These tires were mostlyThese tires were mostly used on the Ford Explorer,used on the Ford Explorer, the world's top-sellingthe world's top-selling (SUV)(SUV) 36. ApproachApproach ¨ÃÂ®Â First, they blamed consumers for not inflatingFirst, they In order not to correctly swell their tires, consumers then blamed each other for defective tires and then blamed each other for defective and defective tires design vehicle designation vehicle UNESCO Design then they said very little about what they were Then they said very little about what they were doing to solve a problem that had caused piuing to solve a problem that had caused more than 100 deaths of 100 deaths Unesco called Washington to testify first they called Washington to testify before congress 37. Conclusion Unesco Bridgestone/Firestone recalled 6.5 million pneumatic bidestone/Firestone has recalled 6.5 million human tires total cost = 1 billion of $ total cost = 1 billion $ 38. Cassa - vicase - VI Valdez Oil ErideeEexx Valdez Oilflower Oil 19891989 39. Incidentincident âœ "Spilled Million ofspilled Million of Gallons of Greggio Intogallons of Greggio o The plaster in The Water Off Valdezthe Water Off Valdez â € "â €" Alaskaalaska âœ - The size of the escape is the size of the escape is estimated at 40,900 tostimated at 40,900 to 120,000 m3120,000 m3 unnesco hundreds of miles of hectares The coastal and salmon eggs and the salmon deposition tracks have been interrupted have been polluted. Approacaproach âœ– Exxon, did not react quickly in terms of dealing with Conexx, did not react quickly in terms of dealing with the media and the public the media and the UNESCO public the company had not a communication plan or a Communication plan nor a communication team taking place to manage the communication team of the events taking place to manage the Âœ - Exxon event has established its average center in Valdez, a placeexxon has established its average center in Valdez, a position too small and too remote to manage the assault too small and too remote for the assault of media attention unesco the society actedthe society acted odnoces otnussa essof erottaer li ehc avenoppuserp erottaer led oiggapiuqe'lled oiggapiuqe'lled opac li ,esicerpmi essab eruttel elled asuac a ,erutteL ®Â ®Â otneminetnoc id otneminetnoc id osav id opit nucla ad osuihccar otats are non erottaer lI ®Â ¨Ã oiccorppa id oiccorppA .44 azzerucis elaiznetop anu rep azzerucis elaiznetop anu eratset rep otammargorp naot otnemirepse otattegorP otacifirev ¨Ã is otnemirepse nu etnarud otacifirev ¨Ã is otnemirepse nu etnarud otacifirev ¨Ã is etnedicni'l etnarud otacifirev ¨Ã iS ®Â ¨Ã enoizarefsomta allen eroc ilaiertam ien eroc ilaiertam e ovittaoidar etnarubrac id evittaoidar ilibitsubmoc a ezneuqerf id Âtitnauq idnarg osrepsid ah asrepsid agral atsewQ ®Â ¨Ã eroceroc ous len enoisolpse aus allen inoisolpse a atrop ehc otnemua eretop led otnemua ocifortsatac eretop nu otibus ah ruoF rotcaerA otreffos ah ruoF rotcaeR ®Â ¨Ã tnedicnillahcxE .34 6891 elirpa 626891 elirpa 62 retsasidretsasiD lybonrehclybonrehC Ã ¢Ã ¢Ã ¢Ã ¢Ã ¢Ã ehtehT IIV - esaciiV - osaC .24 olous e aibbas s'aksalA a arret id oilo e aksalA'lled aibbas allen arocna zedlaV id oiggerg id oilo id)inollag 000.62 o)tfzedlaV id)inollag 000.62 o)tf Ã ¢Ã ¢Ã ¢Ã ¢Ã ¢Ã ¢Ã ¢Ã ¢Ã ¢Ã ¢Ã ¢Ã ¢Ã ¢Ã ¢Ã ¢Ã ¢Ã ¢Ã ¢Ã 005.3(irtem 005.3(icibuc irtem 89 acric onos ic 0102 led a89 acric onos iC 0102 aromid ad onnad e ivitinup innad innad id idrailim 5 $ SU e ivitasnepmocni innad id idrailim 5 $ SU e ivitasnepmoc innad id inoilim 782 $ SU itnalereuq a itangessa airuig ni ASU irallod id inoilim 782 itnalereuq a otangessa ah airuig anU ®Â ¨Ã isoiznetnoc 000.83 id otnoc rep atatneserp otats ¨Ã itnagitil 000.83 id otnoc reP osoiznetnoc nu otatneserp otats ¨Ã ®Â ¨Ã noisulcnoCnoisulcnoC .14 drauG tsaocdrauG tsaoC ehtehT emoc ippurg irtla us ,etlov a ,aploc al emoc ippurg irtla us ,etlov a ,aploc al odnad ehcna ats ehc ®Â ¨Ã acilbbup acilbbup aus alla atsopsir aus alla atsopsir aus alleN the reactor was intattintact ï ® The readings of another dosemeter introduced by the readings of another dosemeter introduced by 04:30 had been fired under the,mkâ ã,â ã,2 a yllauitin2 â®â â®â â ã¨ Hcm 11 no 30:9 Ã¨ stnafni htiw seilimaf ot retawstnafni htiw seilimaf ot retaw delttob etubirtsid ot tnemnrevog eht gnitpmorPdelttob etubirtsid ot tnemnrevog eht gnitpmorP Â®ÃÂ¨ stnafnistnafni rof level efas eht dedeecxe retaw gnikinrd oykoTrof level efas eht dedeecxe retaw gnikinrd oykoT Â®ÃÂ¨ hcaorppAhcaorppA .94 devlovni era srotcaerdevlovni era srotcaer lla sa xelpmoc eroMlla sa xelpmoc eroM Â®ÃÂ¨ retsasid lybonrehCretsasid lybonrehCÂ ÂÃ Ãehteht retfa tnedicca raelcunretfa tnedicca raelcun tsegral dnoces ehttsegral dnoces eht eb ot ti redisnoc strepxEeb ot ti redisnoc strepxE Â ®ÃÂ¨ 11021102 hcraM 11 nohcraM 11 noÃ ÂÃ Âimanustimanust dna ekauqhtraedna ekauqhtrae ukohÂÃTukohÂÃTÂ ÂÃ Âedutingamedutingam 0.9eht gniwolloF0.9eht gniwolloF Â®ÃÂ¨ tnedicnItnedicnI .84 11021102 stnedicca Raelcun Istnedicc A Raelcun I Amihsukamihsukuf IIIV - EASIIIIV - Esac .74 Lybonrehc Ot detailed ltitlyboner ltelts ltneps tnemnrevog Fo %1 (Noillibni(Noillibâ â,â ã,532$su that Sraey 03 Revo532$s is in detail for sraey 03 Revo â®â â¨Taserihtuaâ „J's) dah)RSSUÂ ÂÃ Âeht edistuoeht edistuo dna nihtiw htob(elpoep ynam tahtdna nihtiw htob(elpoep ynam taht tsurtsidtsurtsid ehTehT Â®ÃÂ¨ noisulcnoCnoisulcnoC .64 ssenkcis noitaidarssenkcis noitaidar etucaetucaÂ ÂÃ Âfo 6891 yaM 9 no deid OHW ,kivarp rymydolovfo 6891 yam no deid ohw ,kivarp rymydolovâ ã• ãˆtnanetueiltnanetueil âŢ€â€ã't the , "dah eno oN .rotcaer eht saw ti wonk t'ndid eW" Â®ÃÂ¨ hcaorppAhcaorppA .54 evitcefed neeb evah tsum retemisod wen ehtevitcefed neeb evah tsum retemisod wen eht taht noitpmussa eht r Ednu Desimsid Erew 03:40Taht 10km, then 10 km evacuation area was evacuation area was ordered order 50. Approach Unesco Prime MinisterLater Prime Minister issued instructions that people within an area of 20 km (12 mile) around the area of km (12 mile) around the plant must leave Unesco Urged implants that those living between 20 km and 3030 km from the site to stay indoor km from the site to stay closed Six weeks after the crisis, plans were weeks after the start of the health crisis Unesco Conclusion Private report of journalists and academics as well as TEPCO survey. Unesco The group said that the government and TEPCO did not prevent disaster not because a large tsunami was not anticipated, but because they were reluctant to invest time, effort and money in protecting against a natural disaster considered unlikely. "The utilities and regulatory bodies were too sure that events beyond the scope of their assumptions would not have occurred and were not aware that the measures to avoid the worst situation were actually full of holes," said the government panel in its final report. 52. Caso-IX .I 53 2002 ... ø... ...ø ø... ± ± ±... ...ø ø... ...ø ±ùù ■ ...ù ø ø ø ø ± ± ø... ...ø ø... ± ± ± ± ± ±... ± ± ø ± ø ± Ø §ø ± ± ± ø ounce ...ø ø... ± ± ± ± ø ± ø §ø ± ø ± ± ± ± ± ± ± ± ± § Ø §ø §ø ... ø... ...ø ±ùšø ...ø ø... ± ± ± ± ±... ± ± Ù — ø ... ø §... ø ±... ± ± ø... Istry of §ù ...uro ... §ø ± ± ■... ... ﺷﺸﺎ السكك الحديدية في مير K¯¯ 55 الكارة استقالة النقلالمصري الارة الة الة الة النقلالمالمالمالمصاري ¯¯¯. The loss of oil Deepwater Horizon – 2010 “The Macondo accidentThe Macondo accident” Gulf of MexicoGulf 56. Incident Incident Buyer Is the biggest accidental marine oil It is the largest accidental spill of marine oil in the history of petrochemical in the history of the oil industry The exit was derived from a seabedThe outflow was derived from an oil bottom of the seabed that came from A DeepwaterDeepwater HorizonHorizon Unesco BPBP has released a report of 193 pages on its 193-page web site. The report says website. The report says that BPBP employees and those of TransoceanTransocean and Transocean employees did not correctly interpret a pressure test, and both companies neglected more, and both companies neglected signs as a tube called signs as a tube called a riser fluid loss. He also says that while the BP didn't affect. It is also said that while the BP did not listen to the recommendations heard by HalliburtonHalliburton recommendations for more centralizers for more centralized 57. Approach Approach Short-term efforts: Short-term efforts: Unesco Driven by submarine distanceActably the underwater vehicles to close firefighters to close the fireman's preventive valves on the wells on the wells Unesco Placing 125-tonnePlacing 125-tonnes (280.000(280.000 lb)lb) containment domedome (which Âtivitta ellad essacifirev is eicifrepusbus o eicifrepus id oilo id elatnedicca aticsuirouf anu ehc ottaf led aznereffid a o elatnedicca eicifrepus anu ehc aznereffid a" are ehc avamreffa ottegorp" id avattart is ehc avamreffa onaip II .lleweht .odnocaModnocaM ozzop li rep elatneibma ottapmi id onaip elatneibma ottapmi'l e enoizarolpse'l e enoizarolpse'l e enigap 25 id enoizarolpse'nu selif25 nu aivihcra PBPB ,otnemom omirp nu nI inoisulcnoC .95 tsgur onossop izzop i aenil ehc sgnisactsur id odarg ni izzop i onaenilla is ehc ollatem id irculovni e inneced id osroc len erillaf onossop ollatem id ippat i e inneced id osroc len erillaf onossop otnemec li ,itallgis etnematterroc izzop ien ehcnAotnemec li ,itallgis etnemataugeda izzop ien ehcnA ocsenU atalligis etnematelpmoc ataraihcid otalligis etnematelpmoc otaraihcid eresse avetop ozzop li odnauq otrecni are ,opod enamittes euDeresse avetop ozzop li odnauq otrecni are ,opod enamittes euD eroirepus elanac lad otnemec etnemetnenamrep oiggapmop ehc odnalligis ,eroirepus etrap allad otnemec erapmop a otaizini ah PBPB ocsenU id inoilim 001$ acric eratsoc id edeverp is ozzop oveilir hcaE001$ acric eratsoc id edeverp is oveilir id ozzop ingO ocsenU odnecesoveillos enoizallevirt adnoces anu erallevirt a otaizini ah II rellirD tnempoleveD FSGII rellirD tnempoleveD FSG ,oveillos eneb ,oveillos id ozzop omirp nu ataralecca enoizarofrep amirp anu erarofrep a otaizini ah III rellirD oppulivSIII rellirD tnempoleveD s'naecosnarTnaecosnarT ocsenU oiccorppAoiccorppA .85 oipma oippocs id obut len ozla'lled otnemiresni id obut nu id enoizisoPni ozla'lled otnemiresni id obut nu odnaoizisoP â eicifrepus allus eicifrepus allus oiggaccots id etneipicer nu a oilo'l gnipip e oiggaccots id etneipicer nu a oilo'l gnipip e atidrep ednarg ¹Ãip al arpos)erotinrof led auqca id atidrep ednarg ¹Ãip al arpos)ocirasop id auqca nu etidrep us otaroval onaveva ehc(ni etidrep us itaroval Mark E. 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Lectures learned in Lessons learned in the management of the crisis Management of the crisis 63. Lezioni learned in CrisisLessons learned in Crisis ManagementManagement Unesco A study identified the organizations they recovered and A study identified the organizations that recovered and even exceeded the pricepre-catastrophe stock pricepre-catastrophe stock price The average cumulative impact on the cumulative mean value of the shareholder capital for recovery was 5% more than 5% of their original on the value of the original stock I non-recuperatorinon-recuperatori remained more or less unchanged between 5 and 50 days after the catastrophe, but between 5 and 50 days after the catastrophe, but suffered a near negative cumulative impact Later. 64. Important “It is highly recommended to those who are highly recommended to those who want to involve their senior management inwish to involve their senior management in the value of crisis managementthe value of crisis management” 65. Crisis like OpportunityCrisis as Opportunity 66. as an OpportunityCrisis as an Opportunity ¨ÃÂ®Â Management must move from a mindset thatManagement must move from a mindset that manages crisis to one thatto one that generates crisis leadership ¨ÃÂ®Â Most executives focus on communications andMost executives focus on communications andÃ ÂÃ Âpublicpublic relationsrelationsÃ ÂÃ Âas a reactive strategyreactive strategy ¨ÃÂ®Â Potential damage to reputation can result from thePotential damage to reputation can result from the actual management of the crisis issueactual management of the crisis issue ¨ÃÂ®Â Companies may stagnate as theirCompanies may stagnate as theirÃ ÂÃ Âriskrisk managementmanagementÃ ÂÃ Âgroup identifies whether a crisis isgroup identifies whether a crisis is sufficientlysufficiently ¢ÃÂÂ¢ÃÂÂstatistically significantstatistically significant¢ÃÂÂ¢ÃÂÂ 67. Crisis leadershipCrisis leadership Ã ÂÃ Â¢ÃÂÂ¢ÃÂÂImmediately addresses both the damageImmediately addresses both the damage and implications for the companyand implications for the company¢ÃÂÂ¢ÃÂÂs presents present and future conditions, as well asand future conditions, as well as opportunities for improvementopportunities for improvement¢ÃÂÂ¢ÃÂÂÂ ÂÃ Â 68. Government and crisis managementGovernment and crisis management ¨ÃÂ®Â United StatesUnited States National GuardNational GuardÃ ÂÃ Âat the federal levelat the federal level ¨ÃÂ®Â U.S.U.S.Ã ÂÃ ÂFederal Emergency ManagementFederal Emergency Management AgencyAgencyÃ ÂÃ Â((FEMAFEMA) within the) within theÃ ÂÃ ÂDepartment ofDepartment of Homeland SecurityHomeland SecurityÃ ÂÃ Âadministers theadministers theÃ ÂÃ ÂNationalNational Response PlanResponse PlanÃ ÂÃ Â((NRPNRP)) ¨ÃÂ®Â This plan is intended toThis plan is intended to integrate public andintegrate public and private responseprivate response by providing a commonby providing a common language and outlininglanguage and outlining 69. Government and crisis managementGovernment and crisis management ¨ÃÂ®Â TheThe NRPNRP is a companion to theis a to the NationalNational Incidence Management SystemIncidence Management System ¨ÃÂ®Â FEMAFEMA offers free web-based training on theoffers free web-based training on the National Response PlanNational Response Plan through the Emergencythrough the Emergency Management InstituteManagement Institute ¨ÃÂ®Â Common Alerting ProtocolCommon Alerting ProtocolÃ ÂÃ Â((CAPCAP) is a relatively) is a relatively recent mechanism that facilitates crisisrecent mechanism that facilitates crisis communication across different mediums andcommunication across different mediums and systems ¢ÃÂÂA consistent emergency alert format ¢ÃÂÂ 70. RememberRemember!! 71. The Crisis Management ToolboxThe Crisis Management Toolbox I. Individual Preparedness Plan Checklist II. Coordination Authority Public Checklist III. Command Centers IV. Incident Command System (Common Terminology) V. Designating a Spokesperson, backup spokesperson VI. Media Policies and Procedures (Practicing Tough Questions/Prepared Statements) VII. Drill, drill then drill ! 72. Practice Model - IPractice Model - I 73. ¢ÃÂ«ÂÃ§ÂÃÂÃÂÃÂÃÂÃÂÃÂ©Â¢ÃÂ¬Â ¢ÃÂ«ÂÃ§ÂÃÂÃºÂÃ§ÂÃ²Â¢ÃÂ¬Â ¢ÃÂ«ÂÃ´ÂÃ±ÂÃÂÃ©Â¢ÃÂ¬Â ... ¨ÃÂ®ÂÃ Â¢ÃÂ«ÂÃ- ... §Ø §Ø §Ø §Ø ±Ø§ØÙ§ØÙ§Ø §Ø §Ø ±Ø§Ø ... acitarp id olledoM ±Ø§Ø §Ø ±Ø§Ø ±Ø§ØÙ§ØÙ§Ø ... .47 ¨® ã â € | Ã œ œ Ã Ã ÃœÂ¹Ã¹ Ã Ã ~Ã¿â Ã Ã ¥ ÃœâÂÃ Ã »Ã¬Ã Ã» Ã¬ Ã¬ Ã¬ Ã¬ Ã¬ Ã¬ Ã¬ Ã¬ · Ã «€ÂâÃ Ã Ã ~Ã§Â¹ Ã~Ã¿Ã Ã» 78. ultimate parole Ã¢¢ie giovani »ã.¢¬ Forecast ~Â'Â¸ â ± ÃÃ Ã¬ Ã œ Ã Ã Ã Ã Ã Ã â â â Ã Ã Ã Ã Ã Ã Ã Ã Ã Ã Ã Ã ¹¬ € € € â €

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