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Crisis management



Crisis Management is Critical

MOVE FAST!





DEVELOP A PLAN

1. Take Ownership
2. Be Accountable
3. Act Responsibly
4. Be Transparent
5. Be Compassionate

GET MOVING

- Decision-making skills are essential
- Quick, unpopular, or hard decisions
- Extreme pressure
- Pivoting (the ability to adjust)
- Understanding of factors that led to the crisis
- Stay on top of information and resources (positive and negative)
- Roadblocks and challenges



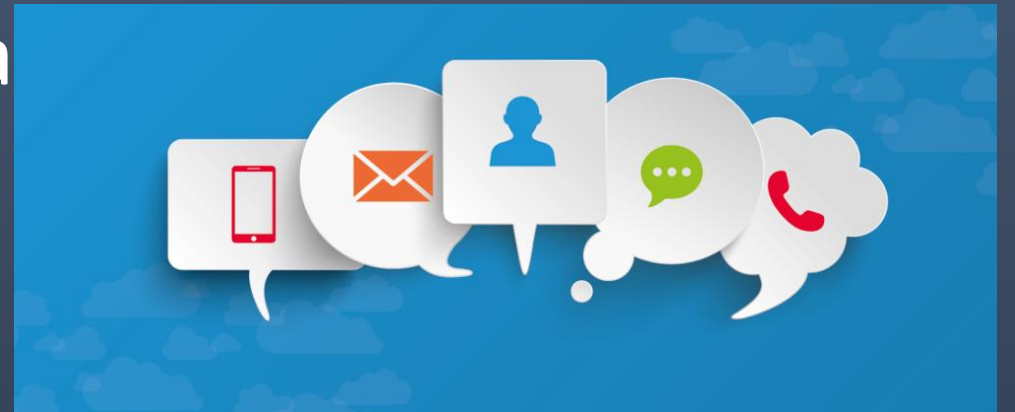
COMPASSION IN LEADERSHIP = AN UNDERSTANDING & INVESTED PUBLIC AND TEAM (Those directly affected)

- Emotions running high
- Stay positive
 - Gratitude
 - Empathy



COMMUNICATE EFFECTIVELY

- Tell the truth
- Don't become defensive
- Public education (have a stakeholder meeting, flyers, billboards, community meetings, and engagement)
- Listen to what you may not want



IMPROVE YOUR MANAGEMENT STYLE ELEVATE YOUR TEAM

- Face the crisis head-on
 - LEAD
 - Delegate
 - Be flexible



TEAMWORK

- Understand the strengths and weaknesses of your team
- Assign roles and tasks based on those strengths and weaknesses
- Inspect what you expect





PLAN FOR THE FUTURE



- Provide perspective and manage expectations
- Communicate that to the general public
- Utilize the media
 - Stay in front of the story, remain on the offensive, not the defensive
 - Tell your story, don't let the media control the narrative



THANK YOU!

QUESTIONS???

