

# Crisis Simulations International

## Your People Your Decisions Your Real-Life Crisis Simulation

### How To Create a Crisis . . . To Plan for One

Crisis Simulations International equips leaders and on-the-scene responders with the practical, real-world knowledge, skills, and experience necessary to make effective decisions during a crisis.

#### What Makes Preparation Important

The Congressional Budget Office estimates that pandemic influenza would cost the US economy \$125-\$500 billion dollars. New York's comptroller estimated the costs of the 9/11 attack at \$95 billion. Estimates put the economic cost of Hurricane Katrina at \$200 billion. In addition to the staggering costs, there is the priceless loss of life.

If it's not pandemic flu, it's SARS or anthrax. If it's not a hurricane, it's a blizzard. If it's not a terrorist attack, it's a chemical spill or school shooter. We may not know when, where, or what, but we know it's **not** "if".

CSI's training augments communities' and companies' preparedness by focusing on leaders and decision-makers. Using patent-pending DXMA™ simulation technology, CSI creates hands-on, real-time training experiences customized for the hazards each community or company faces.

Programs can:

- Help management with the unprecedented responsibilities they'll face in a crisis
- Help law enforcement, firefighters, hospitals, and others deal with unforeseeable events
- Help companies handle pandemic disruptions, major accidents or product tampering
- Help people learn roles with new responsibilities
- Improve communication, coordination and cooperation between agencies and departments

#### What Makes CSI Training Unique

People learn from experience, so CSI helps leaders safely "experience" crises as they unfold.

With a network of computers and multimedia, CSI simulations reach far beyond tabletop exercises, without the cost, disruption, and risk of field exercises.

A real crisis won't be calm and orderly, so CSI creates the intensity, chaos and complexity of real crises in the safety of a simulation. It's not book learning or PowerPoint slides. It's as close as you can get to the real thing without real people falling ill or getting injured.

Using the DXMA™ simulator, custom programs:

- Cover the hazards communities and companies face, including resource constraints
- Use TV news, crackling radios, and urgent messages for realistic and often-chaotic information
- Run in real- or accelerated time at one or more locations and appear in one or more languages
- Show the measurable, objective outcomes -- deaths, structural damage, economic fallout, etc.-- of a team's response under stress
- Include the cascading effects of decisions made (or not made)
- Follow up with expert analysis, a turnkey program or another alternative



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## Working with CSI

We develop each program in a 5-phase process:

**1: DESIGN** CSI principals work with each client to determine the scenario to simulate and the “roles” in it. Roles may include the mayor, police and fire chiefs, hospital officials, CDC, and the school superintendent. They may include the CEO, CFO, corporate communications, utilities, etc. They may even include terrorists or competitors.

Phase 1 also covers objectives. Clients may want to run the program a few times for key leaders or on the organization’s network for thousands of people. They may require written after-action reports and analysis of simulation outcomes. They may want the simulation to present new challenges each time it runs.

**2: CALIBRATION** CSI professionals work with relevant subject-matter experts (local and national, as needed) to set up specific events, timelines, and decision alternatives in the simulation. They capture the interdependencies between roles and the cascading effects of decisions. They link decisions and events to outcomes

**3: MEDIA** With the simulation structure in place, CSI works with media producers to develop the multimedia (video and audio clips, documents, etc.) that give the simulation it’s realism and intensity

**4: DRY RUN** Clients see the simulation as it plays out. CSI makes final adjustments and enhancements.

**5: TRAINING** Depending on client objectives, CSI conducts simulations with expert facilitators or delivers the program and trains the trainers.

After the simulation, the investment is preserved: it’s easy to expand existing scenarios or develop new ones.

## Benefits of Working with CSI

The core benefit of working with CSI is in acquiring the life-saving benefits of experience without anyone paying the costs.

Benefits include:

- **Knowledge of a specific crisis and its forces**  
Training for a flu pandemic, for instance, will help you make better decisions in a flu pandemic. Plus, more lives may be saved as a result of ability to make decisions faster with lessons learned from the simulation exercise.
- **Skill in crisis decision-making** Whatever crisis is used in the training will provide skills for making good decisions in any crisis.
- **A better-prepared community or company**  
People will learn how to interact in a crisis, and how their decisions may help or inadvertently hurt people in other departments and organizations.
- **Avoiding worst-case outcomes + improving best-case outcomes.** By stress-testing plans and people before a crisis hits, organizations learn where to prioritize proactive investments. They can lessen the impact of the worst case scenario, and make the best case scenario even better.

## How CSI Helps Save Lives

To prepare for a crisis, organizations need relevant knowledge. They need equipment, supplies, and facilities. They need crisis decision-making experience.

CSI provides crisis decision-making experience – safely and realistically. CSI training provides the skills senior management needs to lead when lives and livelihoods depend on it

