

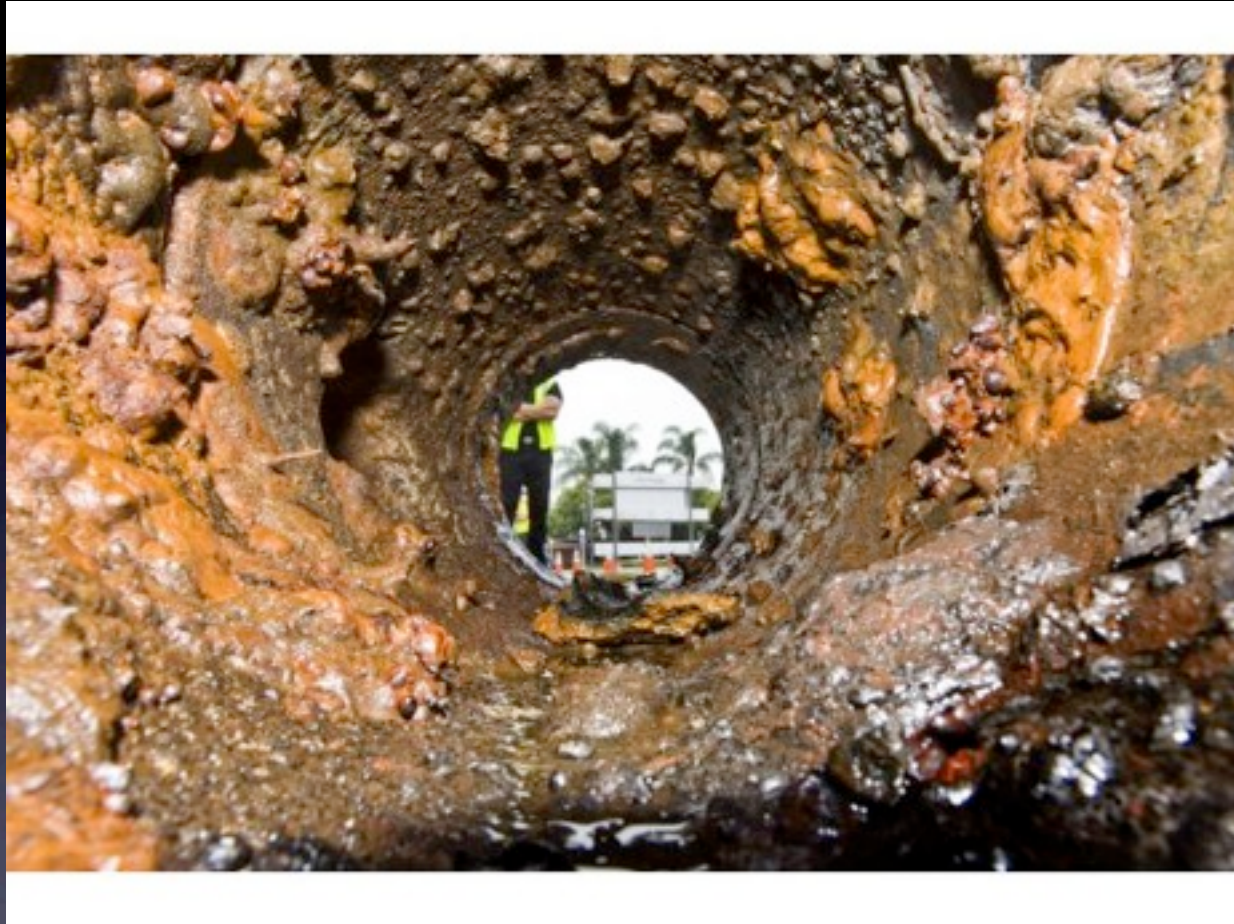
Aw Crap! Now What?



BOIL WATER
ORDER ISSUED













Thursday, 22 March, 12









What is Checkmate?

- Based in Canada, with Clients across North America.
- Mission – teach corporations & corporate leaders how to speak TRUTH, without pain.
- Trust & Credibility
- Strategy + Victory = Checkmate





危机

Risk



Risk

The image shows the Hershey's logo, which consists of the word "HERSHEY'S" in a bold, brown, serif font. A registered trademark symbol (®) is located at the bottom right of the letter "Y". The logo is centered within a white rectangular box.

Risk



Crisis



Crisis



Crisis



Crisis



Calamity



Calamity



Calamity



Lather, Rinse, Repeat...

- Identify your spokespeople in advance
- Find your friends. Talk to them.
- Monitor what's being said – or pay the consequences.



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24 minutes ago · Report



J.K. Lee <http://cbs2.com/national/Toyota.recall.testimony.2.1530303.html>

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21 minutes ago · Report



How?

How?

Short = Good

When?

The New York Times

When?

SHOP
MARCJACOBS.COM

The New York Times

Monday, April 4, 2011 Last Update: 2:54 PM ET

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In Reversal, 9/11 Plotter to Be Tried by Military Panel

By CHARLIE SAVAGE 20 minutes ago

Attorney General Eric H. Holder Jr. had wanted to prosecute Khalid Sheikh Mohammed before a civilian court, but Congress blocked his transfer from Guantánamo Bay, Cuba.

- Documents: Indictment and Unsealing Order
- Bloomberg Hails Move

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Gunfire Kills at Least 10 at Yemen Protest, Reports Say

By LAURA KASINOF and J. DAVID GOODMAN 1:42 PM ET

Security forces



Bryan Denton for The New York Times

Libya Rebel Leader Criticizes NATO Effort

By C. J. CHIVERS and DAVID D. KIRKPATRICK 54 minutes ago

A senior rebel leader criticized NATO for bureaucratic delays. Above, fighters overlooking the oil town of Brega, where rebels made modest gains on Monday.

Obama Begins Re-election Campaign With Video

By MICHAEL D. SHEAR 10:48 AM ET

OPINION • Outsourcing Government Jobs

Are public sector workers a better deal than private contractors?

ROOM for DEBATE

- Krugman: Truth, Still Inconvenient | Comments
- Douthat: Missing G.O.P.
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- Disunion: Chaos and Confusion
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MARKETS •

As of 2:58 PM ET

S&P 500	Dow	Nasdaq
1,330.83	12,387.05	2,782.75
-1.58	+10.33	-0.85
-0.12%	+0.08%	-0.25%

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What?

What?

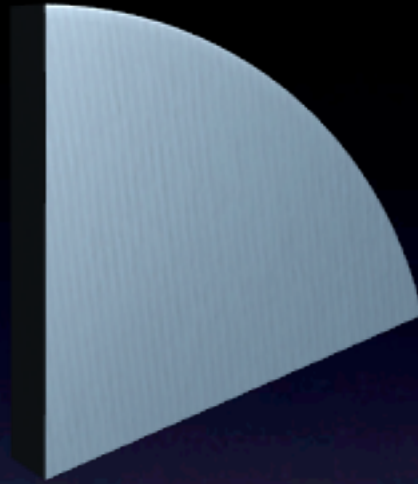
→ We know / don't know / more info.

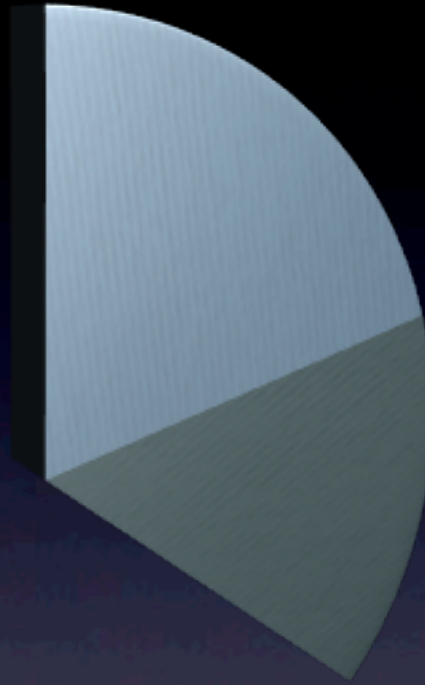
What?

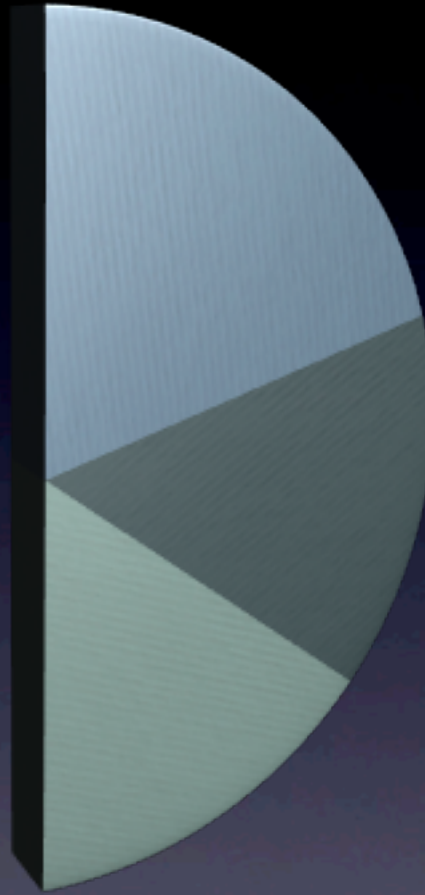
- We know / don't know / more info.
- Chances are it's irrelevant.

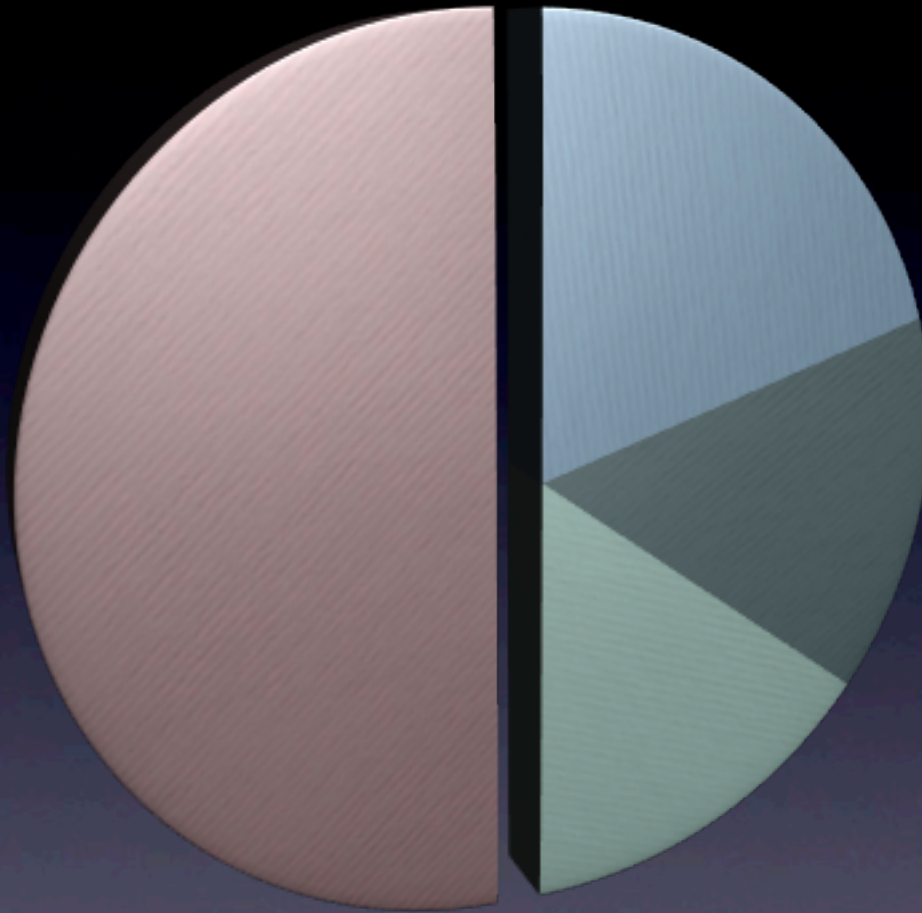
What?

- We know / don't know / more info.
- Chances are it's irrelevant.
- Goal: Trust and Credibility.









Why Empathy?

- NOT about the facts.
- Most people are bundles of appetites.
- Focal Distortion / Rationalization

In Review:

In Review:

1. This IS your fault.

In Review:

1. This IS your fault.
2. GREAT opportunity.

In Review:

1. This IS your fault.
2. GREAT opportunity.
3. Find friends.

In Review:

1. This IS your fault.
2. GREAT opportunity.
3. Find friends.
4. Short = good. Short & quick = better.
Fill the vacuum, or your enemy will.

In Review:

1. This IS your fault.
2. GREAT opportunity.
3. Find friends.
4. Short = good. Short & quick = better.
Fill the vacuum, or your enemy will.
5. Facts don't matter...

In Review:

1. This IS your fault.
2. GREAT opportunity.
3. Find friends.
4. Short = good. Short & quick = better.
Fill the vacuum, or your enemy will.
5. Facts don't matter...
 1. But empathy always matters.

Questions?

Jeff Chatterton
Checkmate Public
Affairs

(519) 513-1053 or
(888) 662-4550

CheckmatePublicAffairs.com

