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PS

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PS

ELEMENTS OF SUCCESSFUL MODEL DEVELOPMENT

Introduction

Need for crisis planning model

Government Programs

Professional Associations Programs

Crisis is a time of change to advance individual and organizational positions

Develop safety net system for individuals and organizations

Positive attitude toward change

Williams

Tenacity

Leadership

Vision

Development of relationships

Cultivation of funding sources

Ability to adapt

Need vertical integrated program for micro and macro approaches

Obsessed

Risk taker

Convince everyone ideas will work/incorporate their ideas

Creativity

Seek advice from successful operations

Learn how to tell a story

Creativity key to growth

No Fear

Manns 1

Crises time of Change

Reliance is an important element in the change process

Global approach and systems development needed to understand larger perspective of crisis planning

Different types of crises require different types of planning

Adaptation is necessary in times of crisis

Ones position in the system can be positive or negative during a time of crisis.

Positive attitude is important to development of strategies for negotiating crises

Individual during time of crisis must be open to new strategies for change and be proactive

Need strategies consistent with current operations

Leaders must have perspective of system and its components/Depth of understanding is important

Financial resources are needed to sustain the organization during Crisis

Creativity is important to organizations that do not have large amounts of financial resources

Manns 2

Must have an ability to negotiate political systems

Positive resilience is one of the essential elements that help negotiating crises

Must understand the individual and organizational perspective drawing crisis

Crises occur in phases and it is important to get crisis under control during the early phases

Core values and culture guide the individual and organizational during crisis

Development of relationships helps negotiate crisis

Collaboration and cooperation helped negotiate crises/ synergism

Pilot testing of strategies is important to reduce risk and management of crisis

Acceptance of innovation is a way of changing thinking and how to negotiate crisis

Decisions have to be made in the appropriate time frame to be effective

Manns3

Segmentation of audiences is important in understanding individual differences

Theme is important in segmentation

In the COVID crisis experience with the virus was extremely important in determining attitudes and perspective that influence behavior during crisis

Diagnosis and prescription are important to development of an effective plan

Segmentation was possible on the basis of severity of the virus. The dimensions identified were: sadness, hope, future, family position, miracle, help, attitude, experience with COVID, and overall resilience.

Those with a more serious illness had a very different perception. Those with the greatest experience with the illness had a very good understanding of the virus and those that were not as ill had a very cavalier position.

The variables that had the greatest influence upon the segments identified were: sadness, hope, future, family position, miracle, help, attitude, experience with COVID, and overall resilience.

The resilience components studies were gold directed, avoidance, critical understanding, role dependence, information sources, and resource access,

Of the resilience components, there was a consistent position, except for the miracles, help, and experience.

Bae

Shift consumer preferences

Escape

Personalized consumer experience

Emphasis on creativity, human resources, and customized client experiences

Innovation and creativity

Human capital

Importance of positivity

Inclusivity

Diversity

REFLECTION

This issue is a result of several editorial board members comments about the pandemic crisis that has evolved into an endemic.

In an initial exploration, the one concept that kept appearing in the research was resilience. As a result Dr. Derrick Manns did an investigation and wrote an article in the Volume 22(2) of the Journal. This was completed with the understanding that if there was enough information that this concept of Briggs on resilience would be explored in a future issue. As a result, this issue was developed to pursue the concept of resilience in relation to crisis planning, especially involving crises such as the COVID. This provided an excellent opportunity to explore crisis planning in relation to the subject of resilience.

This editor did not have a complete understanding of resilience until my granddaughter and I visited Brooke Green Gardens in South Carolina. One of the exhibits was on the Gullah Culture in the low country. One of the keywords and concept was the resilience of the population and their continued positive development. This story of the development of this culture is a testament to the resilience of the population in the low country area of under most adverse circumstances. The culture developed into a very viable positive culture that has the deepest roots and the beauty of the population that has made a very positive contribution to the low country area in South Carolina. In fact, there is not a better example of resilience that provides the deepest understanding of this concept.

It does not make a difference about wealth, position, title, etc., what makes the difference is the character of the individual or individuals and their ability to adapt under the most adverse circumstances. The character that is present must be one that has a positive attitude toward their position and station in life and not how others view their culture. The character that revolves around resilience has historically been one of the elements that have created some of the most unique cultures that have made a significant contribution to human endeavors.

The basic premise is be proud of who you are and have an ability to develop positive outcomes in any environmental condition. This issue provided a true understanding of the concept of resilience as it relates to dealing with crises and having a very positive attitude toward resolution of the problems during and after the crisis. The primary issued raised in this issue is how to develop resilience in future populations to deal with unannounced and unforeseen crisis