LEAH

LEADERSHIP
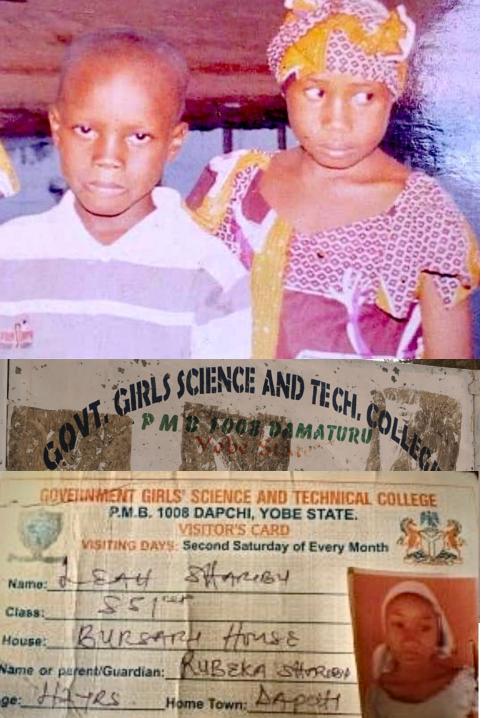**E**MPOWERMENT
ADVOCACY
HUMANITARIAN

FOUNDATION

INTRODUCTION:

"Conflict builds character. Crisis defines it."

- *Steven V Thulon*

LEAH Foundation is an organization that was created out of crisis

- Terrorism has ravaged Nigeria meted out by the ISIS-linked Boko Haram insurgence

- Crisis that is due to the failure of the leaders running the country to combat terrorism.

Leah Sharibu's Story

- When Leah was taken captive from her school when she was just 14 years old

- Taken away from her school, her friends, family and her freedom.

- She has remained in captivity for over four years

- She said "No", to forcibly convert to Islam

LEAH

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In fact, days before her captivity she had prepared for any crisis.

- For over 10 years, Leah had seen the killings of civilians, churches destroyed, and communities displaced

- She talked with her friends that they would not succumb to the terrorists evil demands – she was preparing for her own personal crisis.

Yet, from her captivity she has inspired many people, initiatives and hope

- Millions in Nigeria and millions more around the world.
- Advocacy for women and girls
- Support to Dapchi (& other girls)
- Education & skills
- Empowerment w/ domestic animals
- Hope & Freedom Center
- Miango widows
- Sandy's Helpers for Women
- Sharibu Family

Her story has made her the Face of What is Wrong in Nigeria.

- Persecution of minority groups in Nigeria – lack of religious freedom
- Human rights concerns
- Women rights
- Inadequate girl-child education
- Her story has inspired many to be courageous

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Leadership
Empowerment
Advocacy
Humanitarian

Leah and the Nigerian Crisis

- Leah's captivity and the overall crisis in Nigeria has inspired hope and a drive to pronounce the truth.

- Leah's crisis and the worsening situation in Nigeria can give the right people power for change and bring about hope.

DC Visit
Congress
& Senate

Prisoner of Conscience

UK Visit
Parliament, House of Lords
& Archbishop of Canterbury

Crisis can hit any organization or company at any moment. Crisis can happen to anyone.

- The increase of technology (and media sources), especially the social media which has forcefully become the means that news of any organizational crisis can go viral faster than ever.

- Even though crisis is a fact of life, organizations tend to assume they are immune and fail to plan adequately.

Organizational crisis can come in many forms

- **Economic:** events or situations like strikes, market crashes, and labor shortages.
- **Informational:** loss of important information or organizational records, including public and/ or confidential records, theft through phishing attacks, social engineering, or the leaking of sensitive data.
- **Physical:** compromised major equipment, loss of suppliers, or a major disruption at a key operating plant. Human resources: the loss of a key executive or team member, vandalism, or workplace violence. Reputational: rumors and gossip that can significantly hurt the reputation of the organization.
- **Psychopathic:** unthinkable acts such as terrorism, kidnapping, or even tampering with products. Natural disasters: including tornadoes, earthquakes, fire and flash foods, disease outbreaks, etc. To be considered fully prepared, companies must have a plan in place for each of those potential crises

Be prepared

- A crisis management plan outlines how your organizations/businesses will react if a crisis occurs. The plan should identify who will take action and what their roles will be.

- The goal of a crisis management plan is to minimize damage and restore business operations as quickly as possible.

- Your crisis management plan is a living document your team can refer to and update frequently.

- There are various ways to outline your plan, but a typical crisis plan looks like a checklist. When mishaps occur, your team can check off what items need to be done to respond to the crisis.

- There's no way to know what type of crisis may occur and when, but performing a risk analysis can give you a generalized idea of the potential threats your company may face.

- For example, a social media marketing company may be more at-risk for an organizational mishap that requires a public apology, while a tech company may be more at risk for a cyberattack. The industry you're in can also help you determine potential crises and figure out how to combat them.

CONCLUSION

- Leah Sharibu is just one girl in a crisis-ridden Nigeria

- When faced with a crisis she said "No" she won't change her beliefs.

- Because she prepared for her own crisis.

- If crisis had the regularity of a calendar event, organizations wouldn't have to plan for it.

- Although organizations cannot accurately predict when and how a crisis will hit, they should plan to manage its effects with preparation.

- Crisis management minimizes the time, money, and effort it takes to recover from a crisis. Undertaken successfully, crisis management can even allow the resilient organization to emerge from disaster stronger than ever.

- HOPE IN CRISIS

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