

Sarah Beth Aubrey



THE ACT 4 CRISIS REACTION TYPES

HIDE & HUNKER



Common Reactions: Slash budgets, close doors, and avoid external decisions

Underlying Issue: Haven't accepted changes yet and are stuck in fear

CONFORMIST



Common Reactions: Waiting for 'all clear' from an authority, such as government

Underlying Issue: Stuck in pause, unsure of what changes are coming

FENCE RIDER



Common Reactions: Bored and ready to move forward but need reassurance

Underlying Issue: Unable to take the lead; prefer someone influential to go first

VANGUARD



Common Reactions: Anger then action; already innovating, 'So, the world is different'

Underlying Issue: Impatient; ready to create and implement new-world solutions

Follow Sarah Beth Aubrey for more coaching and training:

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