The First 48 Hours

A Crisis Playbook for Family Enterprises

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FREE SAMPLE

Chapter 1

When the unexpected happens, the first two days decide the next ten years. A step-by-step playbook for who calls whom, what gets frozen, and what must keep running.

Every family has a story about the day something went wrong and nobody knew where to start. This chapter looks at crisis response and why it matters for continuity. Who is the first person your family should call in an emergency? Reflect on this before moving on, and note one thing you could change this week.

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Try this: Write your family's emergency contact tree on one page.