

WHEN BAD THINGS HAPPEN TO GOOD INSTITUTIONS

*Presented by: Michael V. Bourland, Bourland Wall & Wenzel, P.C.
Lisa LeMaster, The LeMaster Group*

CRISIS: THE DEFINITIONS

Different views on managing a crisis

"The Chinese use two brush strokes to write the word 'crisis.' One brush stroke stands for danger; the other for opportunity. In a crisis, be aware of the danger--but recognize the opportunity."

John F. Kennedy

Speech in Indianapolis, 1959

"A great nation does not hide its history. It faces its flaws and corrects them."

President George W. Bush

Opening of the National Museum of
African American History and Culture, 2016

*What Lisa
would ask?*



What do you want the headline to be?

*What
Michael
would ask*



What do you want the legal outcome to be?

*The beginning
and the end
should be
about
governance*



Find the full text of this and thousands of other resources from leading experts in dozens of legal practice areas in the [UT Law CLE eLibrary \(utcle.org/elibrary\)](http://utcle.org/elibrary)

Title search: When Bad Things Happen to Good Institutions

Also available as part of the eCourse

[2017 Nonprofit Organizations eConference](#)

First appeared as part of the conference materials for the
34th Annual Nonprofit Organizations Institute session

"Legal Counsel and Communications in a Crisis: What to Do When Bad Things Happen to Good Institutions"