**Rule 1 In A Crisis: Don't Be like Silicon Valley Bank**

A crisis can strike even the most low-key and best-run among corporations, so it's necessary to be ready, writes Stephanie Craig, president of crisis management company Kith. In this commentary, Craig points out that Silicon Valley Bank didn't have a communications expert working with the C-suite when a crisis descended.

***CEOWorld Magazine 3/31/23***

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