



Chris Joffe Consultation and Training

Biography:

Chris Joffe: Chris Joffe started his career in saving lives as an EMT. After observing that, when he and his emergency team arrived on scene, a lifesaving intervention had often not even been initiated, and seeking to make an impact, Chris founded Joffe Emergency Services in Santa Monica, California. Today, his company leads the nation's businesses, events and schools in lifesaving and disaster preparedness.



Chris's philosophy—safety through confidence, connection and communication—was shaped by his work, education and parenting, leading him to a journey of self-discovery that helped him learn the facts of his blood and birth in St. Louis, Missouri's housing projects. Chris studied paramedicine at UCLA and technology, business and integrated design at the University of Southern California (USC).

Today, Chris leads Joffe Emergency Services amid today's multiple challenges. He has also co-founded SwimGuard and created Get CPR Done. Chris strives to make the world safer by speaking about his knowledge, business and experience. Chris stays fit by running marathons and enjoys reading, horseback riding and aviation. In 2021, Chris became a pilot. He's currently publishing a book about the principles of safety. Learn more about Chris [here](#).

Quick Tools and Resources:

- **Additional Headshots**
 - Additional Headshot 1
 - Additional Headshot 2
 - "Chris in Action" Shot 3
- **Scheduling/Logistics:**
 - Please direct all questions to Ashley Baker
 - Email: AshleyB@JoffeEmergencyServices.com
 - Office: 206-709-5235

Joffe Emergency Services



Keynotes:

Safety Starts with Confidence - 60 - 90 minutes

- Using the backdrop of a harrowing and inspiring case study, we'll unpack the beginning of an emergency. Often, the first 30 - 60 seconds (or the "Default Response Period") are the moments that really define the outcome of a crisis. What do you need to do today to ensure that your community acts in a way that is consistent with great outcomes? What are the ways in which you can create "the decision to act" mindset for leaders and members of your community? Let's unpack this crisis together along with sharing tangible learning outcomes!

The Fundamental Principles of Crisis Leadership - 70 minutes

- Crises are known to have myriad issues blended together and launched at the crisis leaders at the speed of... Crisis. How do you know which data presented to you are action-worthy vs which are artifact? What decisions should you make swiftly? What decisions allow time for analysis-paralysis? How does one escape analysis-paralysis once it's recognized? How might we consolidate the perspectives of multiple leaders into a single, decisive, organizational perspective? This is a nail-biting, pencil jotting session designed to entertain, inform, and cause progress.

The Anatomy and Physiology of Crisis - 75 minutes

- Ever wondered what all crises have in common? What you could be doing today in your organization that would increase resilience when a crisis occurs? This talk is composed of three real-world case studies presented in a fun, but actionable dialogue with audiences from 50 - 5,000. The active shooter. The fire. The virus. There's a common thread of DNA among them. Find out what it is and how to prepare for it!



On-Campus Workshops (Intensives):

- Objective: 2-Day Intensive in one of the below options, with the aim of a deep dive and “reaching a point of success” in specific areas:
 - Leadership Intensive: Leadership Training with a focus on running Emergency Preparedness & Staff Training and establishing both Clear Roles & Responsibilities and Communication Protocols.
 - Safe School Intensive: Conduct a comprehensive Safety Walkthrough resulting in an action plan to improve compliance and resources for Secure Entrances & Exits and Visitor Management. Review, optimize and post Emergency Plans.
 - Safety Tactics Intensive: Establish protocols and run Tabletop Exercises or live practice (if possible) for reunification, drills, Field Trips and Threat Assessment.
 - Build Your Own Intensive: Districts will select their top tier priorities in the report card and work with Chris to tailor actionable 2 Day Intensive.

Classes and Seminars:

Chris customizes his talk to be appropriate to the audience he's speaking to, however in almost any talk he shares these lessons which he hopes will sit with the participants for years to come.

Lesson 1: We all bleed red. In emergencies, we're concerned with the heart and the brain; those are always the same color.

Lesson 2: Triage: Do the most good for the most people.

Lesson 3: Our vocations label them differently, but we're all called upon to serve those in need.

Lesson 4: Color outside the lines; boxes are for dead people.

Lesson 5: Relationships. Relationships. Relationships.

Lesson 6: Default To Progress.

Lesson 7: In the absence of certainty, build unity.

Lesson 8: The obstacles to the job are the job.

Lesson 9: In the absence of data, we all make up stories. Start dialogue.

Lesson 10: Responding to Emergencies themselves boils down to leadership and communication.

Lesson 11: The first 5 minutes are different for every emergency. From there, the rest is pretty much the same.

Lesson 12: 30 years for 30 seconds; 30 seconds for 30 years.

Lesson 13: Spend as long as you can writing the plan, don't expect to use it.

Lesson 14: If we don't identify mistakes we can learn from, we aren't looking hard enough.

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The Safety Expertise You Need | The Peace of Mind You Deserve

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Onsite Consultation and Training Rates for Chris Joffe*:

	One Day	Two Days
Chris Joffe	12,500	19,000

*Rates for Chris are inclusive of domestic travel expenses and assume approximately 4-8 hours of teaching and advisory over an 8-10 hour period.

Virtual Consultation and Training Rates for Chris Joffe:

	90 minutes	1.5 – 3 hours	3 - 5 hours
Chris Joffe	1,500	3,000	4,500

We realize that these rates may be beyond the capacity of the requesting organization. If these rates are not feasible, please suggest an honorarium more suitable to your needs. We are often willing to adjust rates when the overall objectives and mission of the presentations complement the mission of Chris' work and the work of affiliated partners. In some cases, virtual presentations or web-based training can meet the needs of the requesting organization. Please contact Ashley Baker, Executive Assistant, to discuss this option.

It is often possible to reduce the overall costs when Chris is able to coordinate two or more talks in the same region of the country on consecutive days. Often, coordinating dates can allow sponsoring organizations to share the expenses associated with bringing Chris to a nearby community.

The final decision to accept an invitation is less determined by fees than by logistics, such as availability and other project commitments.

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Testimonials:

“Each year, the North Carolina Association of Independent Schools strives to bring in industry thought leaders and experts to present at our annual Security Summit. After hearing Chris Joffe speak to the Heads of School at the Georgia Independent School Association Annual Meeting, I knew that we needed him to come to North Carolina. Chris’ presentation at the NCAIS Summit happened to be the final one after a long day of speakers. Not only did he exceed expectations, dynamically presenting his information and keeping the audience engaged, but he was also able to roll with the litany of questions from the participants. We struggled to wrap up the event, as he was surrounded by people asking him questions at the end of the presentation. We look forward to having Chris back to North Carolina as soon as possible, as he was definitely a home run!”

— Stephanie Keaney, North Carolina Association of Independent Schools

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