



THE GOOD THE BAD THE UGLY

We hope you had a great holiday MU readers and have had a fab start to the New Year! Here's to setting our intention for 2023 to be a great year although it will likely run as fast as a rabbit! 😊 Ok 2023 let's go!

The Good - Ukrainian President Volodymyr Zelensky



Ukrainian President Volodymyr Zelensky during a press conference in Kyiv, on January 24, 2023.

Fresh off his U.S. fundraising tour, Ukrainian President Volodymyr Zelensky accepted the resignation of his deputy chief of staff and removed several other top officials this week, taking a tough line toward a series of corruption scandals at a time the country is appealing for more Western military support.

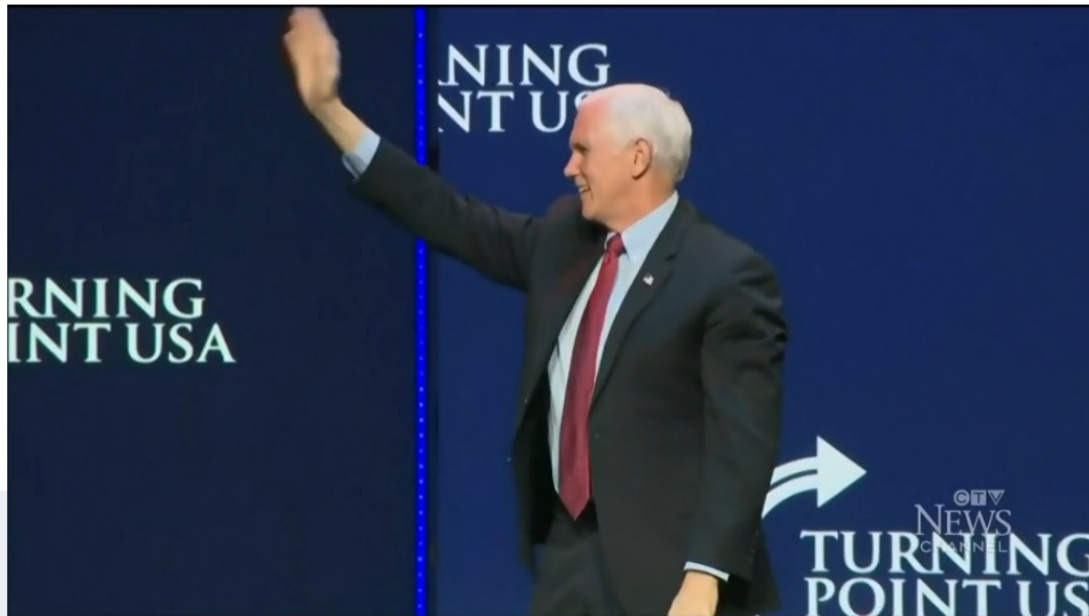
To quote from the movie Casablanca, the MU is shocked! Shocked to discover there is gambling (or corruption) going on here! The MU is going to credit

Zelensky with moving quickly and decisively, although we suspect there is more to come. Governments spending money poorly, corrupt officials and inflated purchase orders are worldwide problems but when you borrow a ton of money from your neighbors to shore up your own home, you had better make sure you've vetted the contractors thoroughly. To quote former U.S. Senator Everett Dirksen, when he was reviewing the U.S. defence department's budget; "A billion here, a billion there, pretty soon you're starting to talk about some real money."

Read about the budget you wish you had [HERE](#).

The Bad - Presidents Trump, Biden and now former Vice President Pence.

Classified documents at Pence's home, too, his lawyer says



Stop us if you've heard this one before; classified documents have been found in another former Vice President's residence. Documents with classified markings were discovered in former Vice President Mike Pence's Indiana residence last week, his lawyer says, the latest in a string of recoveries of papers meant to be treated with utmost sensitivity from the homes of current and former top U.S. officials.

So the MU thinks that perhaps a refresher course needs to be given to all the folks in the U.S. that have access to the nuclear launch codes on how to handle sensitive documents, like say your monthly bank statements. Nope, don't put them in your garage or your closet. How about we start with a filing

cabinet. And just to be safe let's make it a filing cabinet that locks. Ok, now were getting somewhere. Where should we put this filing cabinet? Nope, still not in the garage or the closet. If you said a locked U-Haul trailer, c'mon down!

That would be better then where former President Trump, current President Biden and former Vice President Pence decided to store theirs.

Read about the now worldwide commercial for why you should use Shred-it [HERE](#).

The Ugly - The Vancouver Canucks

Boudreau, 68, had been team's bench boss since late 2021



Gemma Karstens-Smith · The Canadian Press ·

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Vancouver Canucks head coach Bruce Boudreau arrives for a news conference ahead of the NHL hockey team's training camp in Vancouver on Sept. 21. (Darryl Dyck/The Canadian Press)

In what has to be one of the biggest communication bumbles in Vancouver Canucks history, no wait, NHL history, the aforementioned Canucks let now former-coach Bruce Boudreau dangle on the line as rumours of his imminent demise spread like wildfire throughout the media and public.

Talk has long swirled that the beleaguered Canucks (18-25-3) were planning a coaching change, and many criticized the organization's decision to keep the 68-year-old Boudreau behind the bench amid rumours that management was already in talks with his replacement.

The MU knows we're mixing our natural disaster metaphors here, but the last

time there was a leak this big someone built an ark.

Jim Rutherford, the team's president of hockey operations, said he's been "too direct and too honest" in interviews, and that affected Boudreau. No kidding. Hey Jim, maybe next time you decide to make a personnel decision, try having an honest and direct conversation with "the person" first. Read about what will surely be a case study by HR departments around the world in how not let someone go [HERE](#).



Crisis & Coffee Retires

Thank you to everyone who joined us each month these past 2 and a half years for Crisis and Coffee. We have enjoyed meeting new people and the incredible conversation.

As things return to a new normal, our team is refocusing its energy on supporting our clients.

Do not hesitate to reach out to our team if you require any support!



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Pre Register Now & Save

That's it for this addition of MU. If you have any comments or stories you'd like us to mention drop us a note at info@centreforcrisiscommunications.com or simply click on the Contact button below. Until next month, from all of us at the CCRC, remember that the key to successful crisis & risk communications is to **Anticipate**, **Prepare** and **Practice**.

Contact the CCRC

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