

FIRST PREVENTERS

VS

FIRST RESPONDERS

WHICH MAKES THE MOST SENSE?

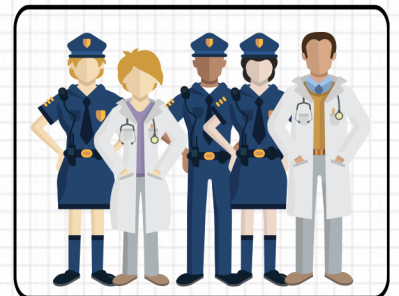
PREVENTING

- PREVENT INCIDENTS FROM HAPPENING
- PREVENT CRISIS EVENTS
- PREVENT ACTIVE SHOOTERS
- PREVENT SUICIDES
- PREVENT REPUTATION DAMAGES
- PREVENT LEGAL FEES AND LAWSUITS
- PREVENT NEGATIVE HEADLINES
- PREVENT MEDIA SCRUTINY
- PREVENT INSURANCE CLAIMS



REACTING

- REACT TO INCIDENTS AS THEY HAPPEN
- REACT TO AND CLEAN UP CRISIS EVENTS
- REACT TO AND FACE ACTIVE SHOOTERS
- REACT TO AND INVESTIGATE SUICIDES
- REACT AND RE-BUILD REPUTATIONS
- RACK UP LEGAL FEES AND LAWSUITS
- REACT AND EXPLAIN MISTAKES
- PRACTICE POLITICALLY CORRECT EXCUSES
- SUBMIT CLAIMS/PAY HIGHER INSURANCE



PREVENTING VS REACTING
IT'S A NO BRAINER.