



**DISTRICTS MUTUAL INSURANCE
& RISK MANAGEMENT SERVICES**
| Collaborators in Risk Management |

THE Incident REPORT

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Collaborators in Risk Management

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The Dec Page

Steven Stoeger-Moore, President

Sincere thanks to all of the colleges for your efforts in completing the underwriting forms and applications for the 07/01/2022 DMI insurance renewal. Moraine Park Technical College was the first to provide the completed submittal. Our compliments to Michele Adams and the Moraine Park Technical College Team for this effort. Specific information regarding the terms and conditions for the renewal will be part of the April and July quarterly meetings.

DMI continues to plan for our April quarterly meetings. The Board of Directors are scheduled to meet virtually on April 28. The Annual meeting, including the election for one (1) Board Director position will be held virtually on April 29. The Risk Managers will meet immediately following the Annual meeting. Additional meeting logistics to be announced.

Planning for an in-person Risk Mitigation Forum meeting to be held on **July 19th, 20th, 21st** is well underway. For now **...Save the Dates**. There will be more to follow regarding the Risk Mitigation Forum agenda and topical speakers. We are definitely excited to bring our college members back together for the Risk Mitigation Forum, hosted at St. Norbert College in DePere, WI. Specific details regarding registration and the facilities will be forthcoming.

It is my great pleasure to announce Brooke Bahr (Western Technical College) has agreed to join the

DMI Team. Brooke will be succeeding Tim McNulty as DMI's Security Consultant. With a start date of April 4th, Brooke and Tim will be working collaboratively until Tim's retirement on June 30th. Please join me in welcoming Brooke to the DMI Consultant Team.

The world of risk management is replete with the use of acronyms. An Acronyms is an abbreviation from the letters of other words and pronounced as if it were a word. For example, CGL means commercial general liability. ADA means Americans with Disabilities Act. My new favorite acronym is VUCA. VUCA stands for volatile, uncertain, complex, and ambiguous. The acronym VUCA is an apt description for the current commercial insurance marketplace. This marketplace continues to be a significant challenge. The most recent complete quarterly report on market conditions (Q4 – 2021) described a continued market rate upswing. While this upswing was more moderate than past reported quarterly conditions, pricing was still on the rise. A continued moderate pricing increase is projected for 2022.

DMI is closely monitoring conditions for our July 1, 2022 renewal. Following the April Board of Directors meeting, we will have a firmer indication of the DMI renewal posture for the 2022-23 policy year.

Please be in touch with this office if you have any questions.

Thank you for your continued support.

DMI Presents... Topical Snapshots

"Empathia Disaster Response Call Center and Associated Support Services"

presented by
Joe DesPlaines, DMI Business Continuity/Crisis Response Consultant

Snapshot(s) are viewable anytime through the DMI website, password access required. Contact this office if access help is required.



To view the video click here.



"I think the one lesson I have learned is that there is no substitute for paying attention."

~ Diane Sawyer,
Broadcast Journalist



I am a big fan of the KITH organization. For those who don't know KITH, they are a crisis management consulting firm, specializing in crisis communications and messaging. Bill Coletti, the founder and president, is an excellent speaker and his writing is interesting and provocative. Bill is a smart guy and has consulted with DMI on several occasions.

Below are two articles I consider the best KITH has produced recently, and they are being reprinted with the permission of KITH. The first article addresses an important issue - giving communications a seat at the decision-making table. The second article discusses another critically important issue - Crisis Management vs. Crisis Leadership. I hope you enjoy these articles and find the content beneficial.

Stay safe.

Joe

Joe DesPlaines – DMI Business Continuity/Crisis Response Consultant

Give Comms a Seat at the Table

Written by Stephanie Craig, KILH

COVID changed so many of our lives in dramatic and also small ways. For me, one was watching TV. I've never been a huge TV person, so I've been fortunate to have great programs to watch as I focused on sticking close to home.

The other night I started to watch a show called Suspicion. It's interesting but one of the major characters is played by Uma Thurman and she is the head of a strategic communications firm. When asked what she does, she asks, "Do you know what strategic communications is?" And then, in her character's cold and powerful manner, she says, "We construct a version of reality that is usually at odds with someone else's."

This is a far cry from the line in Bridget Jones' Diary that describes her PR job as "fannying around with press releases."

Without the nefarious undertone, Uma is right — strategic, and crisis, communications is vital, powerful and valuable.

That is not always the perception within business. As Bill says, many a time communications is "clean up on aisle 6" a.k.a. our purpose is understood to be cleaning up the mess created by the rest of the business.

If this is your approach to communications, you are leaving a tremendous amount of your capability on the table. The communications team, as keepers of the message, should be weaved into everything you do as a company.

Post a job opening? That needs to be on message with your values and vision. Request for proposals? Those should stick to the message of vision and strategy.

Marketing, sales, government affairs and even

[Click here to read entire article...](#)

Crisis Management vs. Crisis Leadership

Written by Bill Coletti, Kith

A big mistake we see everywhere is thinking that experience in a role or time-served automatically makes you a leader in that space. This thinking mistakes the fundamental difference between management and leadership: one is focused on what needs to be done, whereas the other is more concerned with the **why**.

In a crisis context, this is easier to understand if you contrast crisis management with crisis leadership.

Crisis management is about the tactics and the 'how.'

The crisis manager's primary goal is to execute the tasks they've been set as efficiently as possible.

Crisis leadership is about the strategy and the 'why.'

In contrast, the crisis leader is focused on the strategic vision of where the organization needs to go and how it can move forward.

I want to stress that you need both components to succeed in a crisis - you need a strategy and a way to execute it successfully - but the experience fallacy assumes that a high level of competence in a field also makes you a leader.

The truth is that experience makes you a better subject matter expert (SME) - and therefore a better crisis manager - but nothing more. It doesn't automatically make you a leader.

For that, you need to change your mindset.

The best way I've found to describe this shift is that you are moving from a 'serve and respond' mindset to a 'lead and challenge' outlook, a paradigm I've adopted from my friend Blair Enns.

[Click here to read entire article...](#)

DMI has been granted permission to reprint these articles by Kith.

UPCOMING EVENTS...

Board of Directors Meeting

Thursday, April 28th - 9:00 am
Virtual (GoToMeeting)

DMI Annual Meeting

Friday, April 29th - 9:00 am
Virtual (GoToMeeting)

Risk Managers Meeting

Friday, April 29th - Immediately following the Annual Meeting
Virtual (GoToMeeting)