

- **Denial.**– Emotional disbelief, “This can’t be happening”, can morph into irrational “This isn’t happening.” and, for some, becomes unassailable truth. In any case, denial assures one of two outcomes: destruction or irrelevance.
Denial is like stopping your car on a a busy freeway with traffic going 70 mph.
For organizations, denial is a [Blockbuster](#) strategy.
- **Hunker Down** – A panic response to inherent danger. Seemingly, rational, in retrospect its flaws are revealed. Think of “Heads Up” when dangerous objects are descending, or “Hit the Deck” falling spread eagle on the ground making oneself a better target.
For organizations it is “circle the wagons”.
Biblically it is the one talent man. “... I was afraid and went out and hid your talent in the ground.”
- **Avoidance**– Relocate and yearn for what was. A “Jonah” response. *“The word of the Lord came to Jonah [crisis]... ‘Go to the great city of Nineveh and preach against it ...’ But Jonah ran away from the Lord and headed for Tarshish.” ...“I’m out of here!”*
For those with nowhere to go, it is “sticking your head in the sand”.
Organizationally it is the urban church that relocates to the suburbs when faced with societal crisis.
- **Despair** – toss in the towel and admit defeat . Elijah: “Lord, they have killed your prophets and torn down your altars; I am the only one left, and they are trying to kill me”
“Whatever”...“What’s the use?” ... “You can’t believe anyone.”...
Hopelessness is a child of failure to perceive opportunity in crisis.