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# WORKING

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## The Daily Crisis

Quickly filling high-profile vacancies. Tracking down "leakers" on your staff. Working out deals with hostile peers.

Does that sound more like the Oval Office or *your* office?

Even if you don't work in the White House, chances are that keeping cool in a crisis is a key part of your job description.

A survey by Creative Group, a staffing firm based in California, found that marketing and advertising executives report spending about a third of their time at work responding to crises. It's an improvement over the 2001 survey, in which respondents said 43 percent of an executive's time was consumed by putting out fires.

So that means things are relaxing a bit in the nation's corner offices, right?

Not exactly, said [Barry K. Zweibel](#), an executive/leadership coach in the Chicago area. He thinks that shift reflects a change in perception more than a reduction in the actual number of emergencies that executives are experiencing at work.

They might have reset their crisis meters, he said, but there is no shortage of people "trying to paint the airplane in mid-flight."

-- **Mary Ellen Slayter**

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