



In Business, Things Happen: How You Respond Can Determine Your Company's Future

*Lynne Cohn Schreiber skillfully manages businesses and individuals
caught in a web of trouble.*

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SOUTHFIELD, Mich.- Recalls, lawsuits, Government investigations even criminal charges demand creative and strategic troubleshooting and communications management to keep from spinning out of control.

Lynne Schreiber and her Crisis Management team bring skill and experience in controlling the flow of information when people need it most.

"Stepping on a landmine is a part of many businesses," says Schreiber, Managing Director of Crisis Management Associates, the fastest-growing division of Your People LLC.

"Strategic communications can determine the difference between a business' survival and its demise," she says. "We steer our clients toward success by helping them regain their foothold when the rug is suddenly pulled out from under them."

The Crisis Management division of Your People LLC has become the Midwestern leader in crisis management communications and public relations. Dozens of clients continually turn to Schreiber for her powerfully crafted and strategically delivered responses.

"In my experience, the single biggest mistake an executive, an entrepreneur or even a company in crisis can make is to act on their own. They often do so without really thinking through what needs to be said – and what does not. With Crisis Management, I've created a delicate blend of skill and art to speak to the most precarious times in a company's upward swing."

Schreiber lectures frequently on the matter of strategic communications and crisis management PR and is available for instructive corporate seminars to steel companies **before** a crisis occurs and help them create processes to avoid corporate avalanches.

A professional journalist by training, Schreiber founded Your People in 2007. Its unique brand of communications, PR and marketing, with the added benefit of crisis management expertise, is unparalleled in Michigan.

"Now more than ever, it is imperative to carefully consider every marketing and PR position that a company takes," says Schreiber, who is working on a book about Crisis Management. "It is the difference between staying below the radar and really distinguishing your company from the competition."

Your People LLC provides strategic communications, marketing and public relations initiatives, including print, Web 2.0, social media, events, website development and more.

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