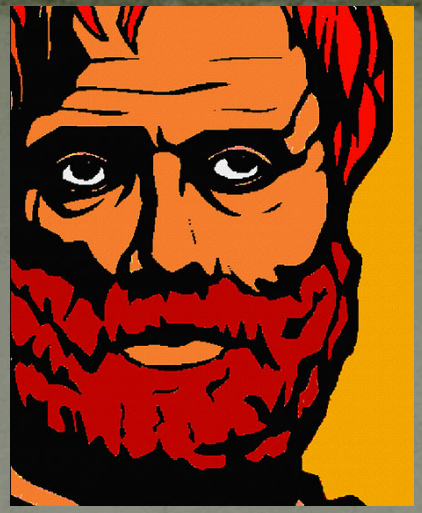

ARISTOTLE

Crisis Management lessons from
Ancient Greece

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EARLY YEARS

- Aristotle was born in 384 B.C.
- His name translates to “The Best Purpose” in Greek
- He was a student of Plato, he joined Plato’s Academy at 17
- He was Alexander The Great’s tutor
- He founded his own school in Athens, “The Lyceum”
- Aristotle taught and researched a wide variety of subjects at The Lyceum – Sciences like Biology, Meteorology and Marine Biology, Logic, Ethics, Philosophy.

WORKS AND TEACHINGS

'ARISTOTLE.'

- Aristotle created approximately 200 works, most of which produced in his time at The Lyceum
- Some of Aristotle's famous writings include: *Categories, On Interpretation, Prior Analytics and Posterior Analytics, Metaphysics, Nicomachean Ethics and Eudemian Ethics, Politics, Rhetoric, On the Heavens, and On the Soul*
- *These works covered ethics, science, government, the arts, and logic.*

NBC

- NBC has been dealing with controversy because of “Nightly News” anchor Brian Williams
- Williams admitted to lying about being in a helicopter that came under fire in the Iraq War back in 2003
- This has prompted criticism and a lack of trust between Williams and the public
- It has also created trouble for NBC who recently suspended Williams for 6 months without pay and has forbid him from making public appearances during his suspension
- NBC “Nightly News” has lost 700,000 viewers since the suspension

ARISTOTLE ON NBC

"What it lies in our power to do, it lies in our power not to do"

- Why was what Brian Williams did so bad?
- Brian Williams has the power to report the news and mold public opinion. We trust that everything he says is the truth and take him at his word. If Brian Williams is capable of lying about being shot down in Iraq, what else would he be willing to lie about? Brian Williams had the great power and responsibility of reporting the truth to the public, according to Aristotle along with that came a responsibility to exercise restraint and not report false stories to the public.

ARISTOTLE ON NBC

"The least initial deviation from the truth is multiplied later a thousand fold."

- Why is it important to tell the truth?
- According to Aristotle, a lie will only get worse with time. Brian Williams told the same story that got him in trouble on David Letterman in 2013. If Williams would have never embellished his story 2 years ago, it may not have been as bad in 2015. He would have been able to come clean the next day and admit it as one time mistake, but unfortunately it was not just a one time mistake. The longer you continue on with a lie, the more it will come back to haunt you. It is always easier to tell the truth. If Williams didn't come clean recently he would have had to continue lying to the public about it for who knows how long.

ARISTOTLE ON NBC

"Dignity does not consist in possessing honors, but in deserving them."

- How will Williams regain public trust?
- Williams has shown that he may not be as dignified as we have previously thought. According to Aristotle, Williams must prove to the public that he is indeed trustworthy again if he ever wants to be seen as the same dignified nightly news anchor he was only a little over a month ago. He made the mistake of embellishing a story to make it more interesting to the public, instead of allowing the public to respect him for the incredible things he has accomplished. The only way he will be able to do gain back the public's trust is by NBC and the public giving him a second chance.

ARISTOTLE ON NBC

"We are what we repeatedly do; excellence, then, is not an act but a habit."

- How should NBC and Williams move forward?
- The public demands excellence and a certain standard from its news sources (for the most part). In order to achieve excellence it must become a habit. It was not too long ago that we were delivered excellent reporting on a regular basis by Williams and NBC. I believe that we must give Brian Williams a chance to regain his dignity and recreate the excellent product that was the NBC "Nightly News."

ARISTOTLE ON NBC

"Time crumbles things; everything grows old under the power of Time and is forgotten through the lapse of Time."

- Will we be able to forgive Brian Williams and NBC?
- I believe using this 6 month suspension to allow the story to blow over, along with a very strong on-air apology when the suspension is lifted will help the public forgive and provide Williams with another chance. According to Aristotle, everything can be forgotten with time.

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