SPEAKERS BUREAU

Presentation Information

Presentation Category	Executive Leadership
Presentation Title	Are You Crisis Capable?
Presentation Length	60 minutes
Presentation Objective	1. Provide participants with a clear understanding of how crisis communication failures can result in potentially deadly errors through the examination of the incident communications during the 2018 Marjory Stoneman Douglas High School mass shooting incident. 2. Attendees will learn practical crisis management strategies utilized in the corporate sector and how to effectively adapt and implement these strategies during critical incidents.
Presentation Description	Presentation Description: This 60-minute session will provide participants with an in-depth understanding of how crisis communication failures can lead to severe consequences. Attendees will explore practical crisis management strategies derived from corporate practices and learn how to adapt these methods for effective use during critical incidents. Key topics include critical components of incident communications from the Marjory Stoneman Douglas High School mass shooting in event, and the importance of top-down leadership in forming an effective crisis management team. Through interactive discussion and real-world examples, this presentation aims to equip leaders with the knowledge and skills needed to navigate complex challenges during a crisis.
Speaker Name & Session	Donna Kinsey, NA Session 222
Speaker Phone Number	(786) 255-6054
Speaker Email	donna@trainingenhancementcenter.com

Speaker’s Biography	Major Donna Kinsey is a seasoned law enforcement professional with over three decades of experience in training, program development, and executive leadership. She currently serves as the founder and president of TEC III, Training Enhancement Center, a company that specializes in developing and delivering specialized instruction to both public and private organizations. Throughout her distinguished career, Major Kinsey held supervisory responsibilities across nearly every division and rank within her department, ultimately achieving the rank of Major. She identified effective training as essential to departmental success and channeled her commitment to this principle throughout her tenure and subsequent work. As a Sergeant in the Training/Career Development Division, Major Kinsey led the department's largest recruitment and hiring initiative and established its first set of accredited professional hiring standards. Her efforts included a comprehensive review and revision of departmental policies to ensure accreditation compliance through the creation of a Policy Review Committee. In her capacity as Lieutenant of the Community Resource Unit, she managed teams focused on critical areas such as Domestic Violence, Missing Persons, Community Policing, Crime Prevention, and specialized units like Motorcycle, Marine Patrol, and K-9. She successfully expanded training programs and advanced community initiatives with the support of grant funding. Upon promotion to Commander, Major Kinsey oversaw vital civilian support divisions, including Records, Accreditation, Communications, Property and Evidence Bureau, Citizens Patrol, and Facility Operations. She was also selected by the City's Human Resources Department to represent the police department as a lead trainer during annual city-wide employee training conferences. As Police Major and appointed Firearms Range Master, she restructured the firearms training program to expand live firearms training exercises, added reality-based training, and

	incorporated comprehensive safety protocols for all high-liability training areas. A notable milestone in Major Kinsey's career was her nomination and acceptance to the FBI National Academy (Session #222). She was the first woman in the department's history to receive this honor. After graduation, she initiated a neighborhood fitness program, DK Kid Club-Fit for a Kid, which was featured on Channel 6 News, "Spirit of South Florida," and in the Miami Herald and Broward Sun Sentinel News. She also served as a National Academy Miami area representative, organizing a host of luncheons and special national academy events. Her time at the National Academy significantly influenced her training philosophy, enriched by insights gained from global law enforcement leaders. She has presented her programs at FBI National Academy state and national conferences and is an active member of the FBI Speakers Bureau. Her role as a national safety advocate was featured as a cover story in the July 2025 issue of Conglomerate Magazine. She remains actively engaged in developing and delivering training nationwide, including Fortune 500 companies. Major Kinsey's accolades include the FBI Women in Law Enforcement Leadership Award and being a three-time recipient of her department's Administrative Excellence Award. She holds a bachelor's degree in organizational leadership from St. Thomas University and a master's degree in public administration from Barry University, graduating summa cum laude from both institutions. Her achievements have been highlighted in various publications, including the FBI National Academy Magazine ("Extraordinary Members"), "Crisis Capable: Building Your Capacity to Survive and Succeed in Every Environment" by Fabiana Lacerca-Allen, and articles authored or co-authored for Calibre Press, Aravo, and Hispanic Executive Magazine. LinkedIn: https://www.linkedin.com/in/donna-kinsey/

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