

Dave Greenberg, CSP

Executive Crisis Performance

"The gap between assumed readiness and observed performance is always exposed. The only question is the front page tomorrow, or identified and strengthened today."

What Dave Does

Dave Greenberg helps leadership teams close the gap between assumed readiness and observed performance under pressure. He works with boards, executives, and senior leaders across infrastructure, healthcare, education, and other high-consequence sectors who want to understand how their leadership team will actually perform when pressure is real.

25 Years at the Sharp End. Then the Strategic Tier.

Dave spent 25 years as a crewman on the Wellington-based Westpac Rescue Helicopter, responding to more than 4,000 missions in conditions where decisions had immediate and often irreversible consequences. From open sea winch rescues in Cook Strait, to smoke-filled cockpits at 1,500 metres, the work demanded disciplined decision-making, clear escalation, and calm communication when pressure was real.

He later took the same operational lens into the strategic tier. During New Zealand's Covid-19 response, Dave served as a Response Manager within the National Outbreak Response Team. He worked daily with the Director-General of Health, attended Cabinet meetings as an advisor to the Director-General, and operated as Controller during the national response to the Waikato DHB cyber attack.

Two altitudes. Same lesson.

Most Organisations Operate in Assumed Readiness

They have plans. They have policies. They have experienced people.

None of it tells them how their leadership team will actually perform when pressure is high, information is unclear, and decisions matter.

Pressure reveals performance. And the gap between assumed readiness and observed performance is where organisations lose time, clarity, and confidence under pressure.

Dave's work closes that gap through keynote presentations, executive crisis simulations, and targeted capability uplift.

How Dave Works with Organisations

Keynotes

Real-world leadership lessons translated from high-consequence operational experience into practical frameworks senior audiences can apply immediately.

Executive Crisis Simulations

Private, structured simulations that observe how a leadership team actually performs when pressure is real.

Capability Uplift

Targeted strengthening of the gaps a simulation reveals, including executive briefings, scenario exercises, and incident management training.

Get in Touch

thedavegreenberg.com

dave@thedavegreenberg.com

+64 29 233 8284

LinkedIn: [dave-greenberg-speaker](#)

Dave Greenberg, CSP is a Certified Speaking Professional, a CIMS Level 4 instructor, holds a Graduate Certificate in Emergency Management from Massey University, and is the author of *Emergency Response: Life, Death and Helicopters* (Penguin Random House). Based in Wellington. Works across New Zealand, Australia, and Asia-Pacific.