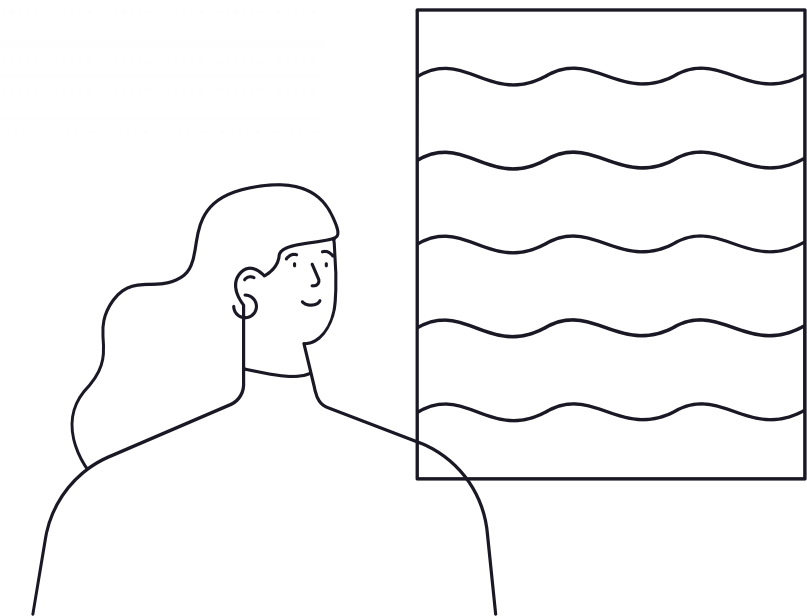
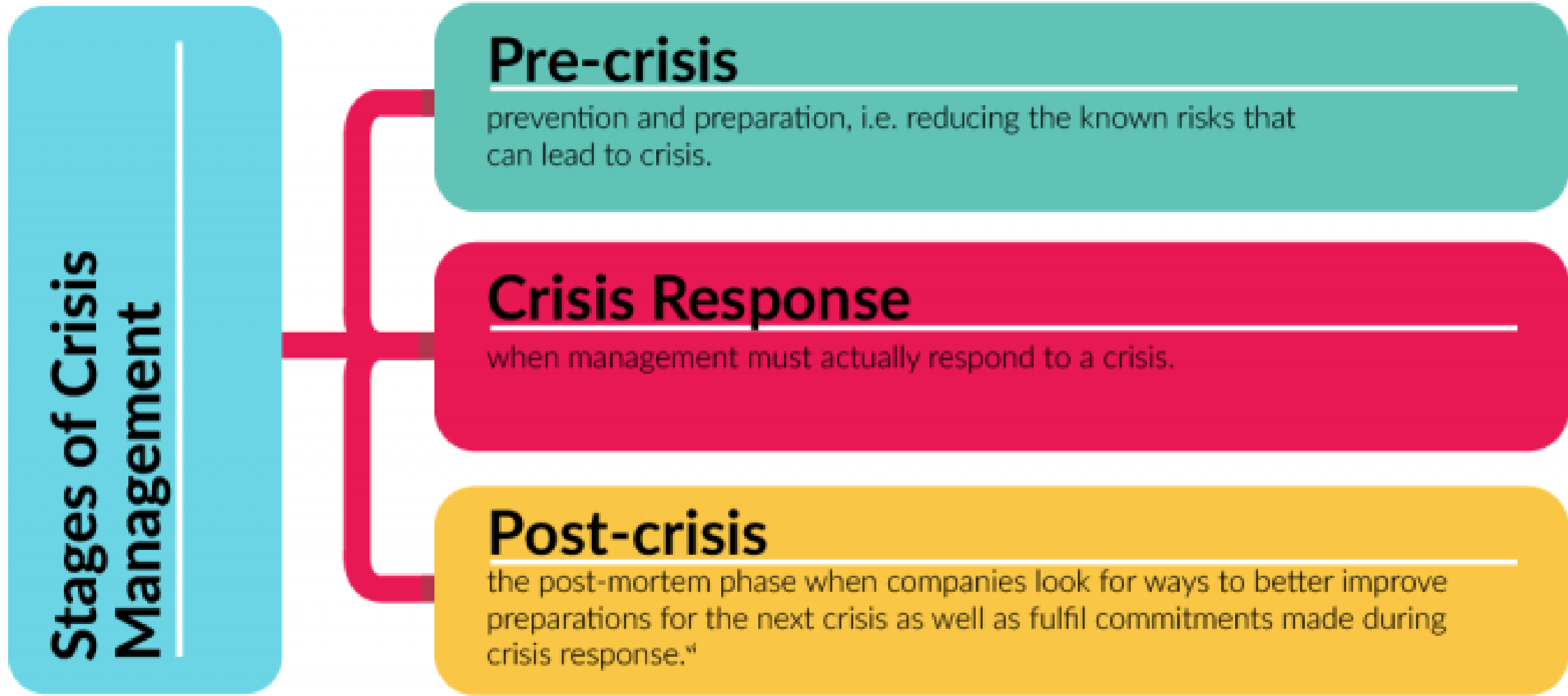




Crisis Management Steps



Stages of Crisis Communication

Pre-crisis

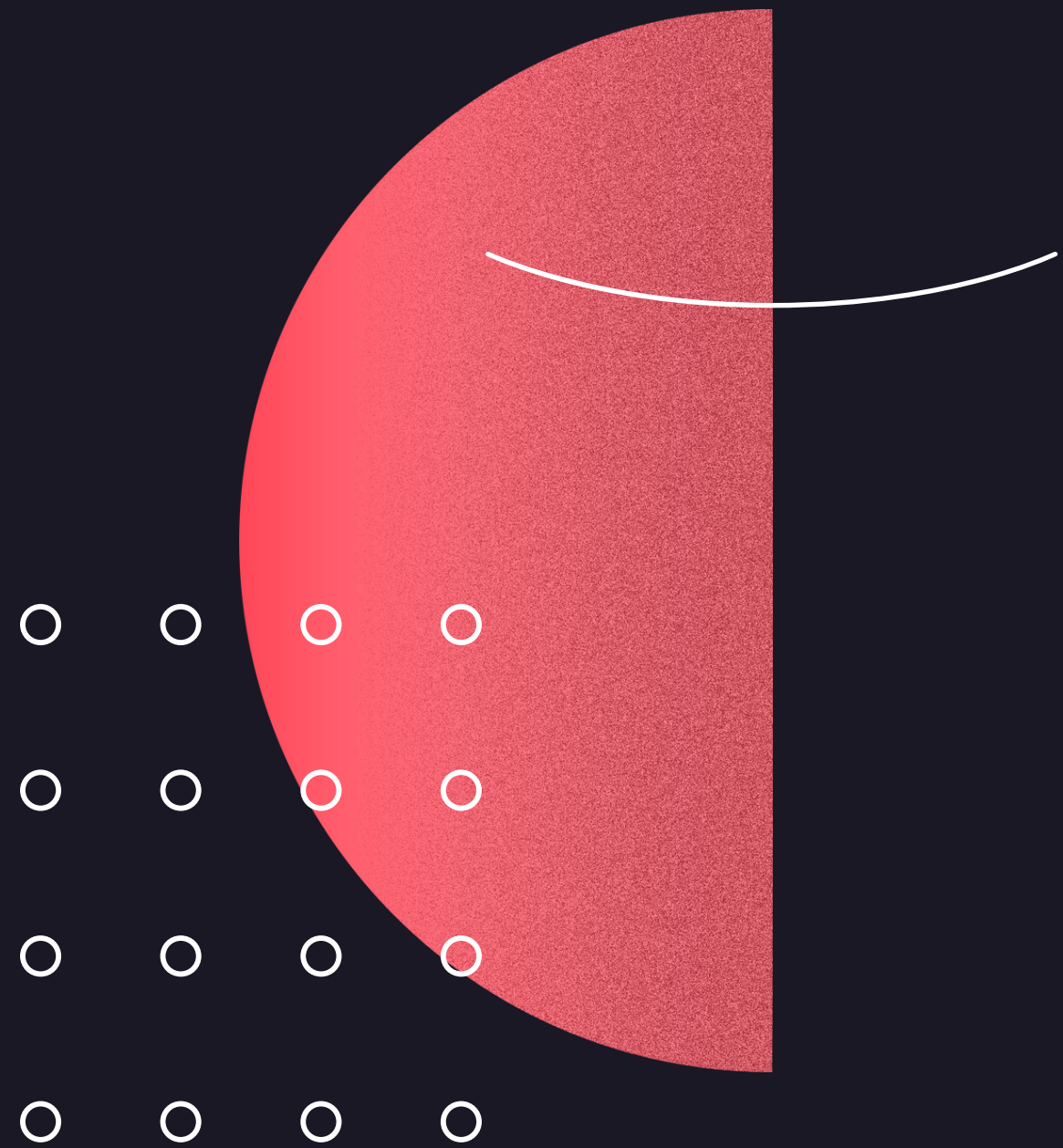
1. Monitor crisis risks
2. Make decisions about how to manage potential crises
3. Train people who will be involved in the crisis management process

Crisis

1. Collect and process information for crisis team decision making
2. Create and disseminate crisis messages

Post-crisis

1. Asses the crisis management effort
2. Provide follow-up crisis messages as needed



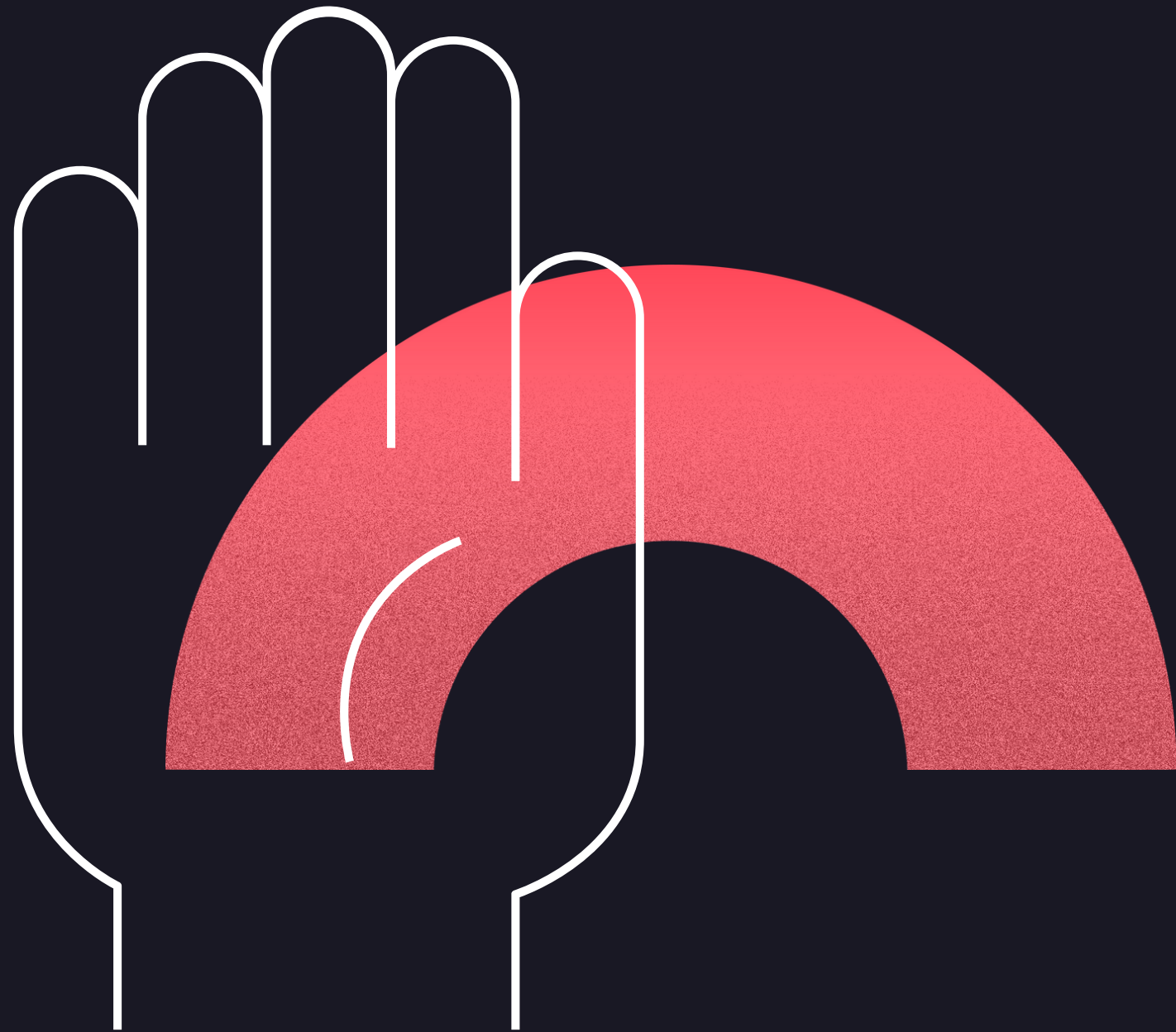
What is a crisis management plan?

**A CRISIS MANAGEMENT PLAN
IS AN OUTLINES HOW YOUR
BUSINESS WILL REACT IF A
CRISIS OCCURS.**

**THE PLAN SHOULD IDENTIFY
WHO WILL TAKE ACTION AND
WHAT THEIR ROLES WILL BE.**

**THE GOAL OF A CRISIS
MANAGEMENT PLAN IS TO
MINIMIZE DAMAGE AND
RESTORE BUSINESS
OPERATIONS AS QUICKLY AS
POSSIBLE.**





HOW TO CREATE A CRISIS MANAGEMENT PLAN: STEP BY STEP

Questions to ask in your risk assessment

What types of risk could my company face?

—

How can we respond if a crisis happens?

—

Who will take action in a crisis situation?

—

10 Elements of a Crisis Management Plan

1
Risk analysis
A study of the most likely crises you will face.



2
Activation protocol
Triggers for your crisis response.



3
Chain of command
Lines of authority for crisis management.




4
Command center plan
A base of operations for the crisis response.



5
Response action plans
Detailed plans for the actions you will take.



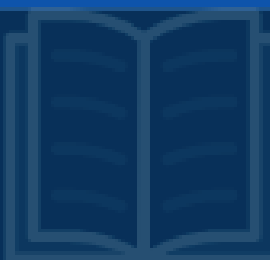
6
Internal communications
Systems for crisis team communications and information sharing with employees.




7
External communications
A plan for communicating with media and the public.




8
Resources
Information, equipment, supplies, outside advisors to have available.



9
Training
Plans for practicing the crisis response.



10
Review
Procedures for updating the plan and analyzing crisis response.



Pay attention to these elements



Crisis management plan checklist



**Risk
analysis**

Outline potential risks and put them in order of probability



**Response
procedures**

Identify the roles and responsibilities of each person when a crisis occurs



**Activation
protocol**

**Determine when action should
be taken** if a crisis occurs



Communication strategy

Assess who delivers information to the public and who handles feedback



Emergency contacts

Include a list of emergency contacts to speed up the response process

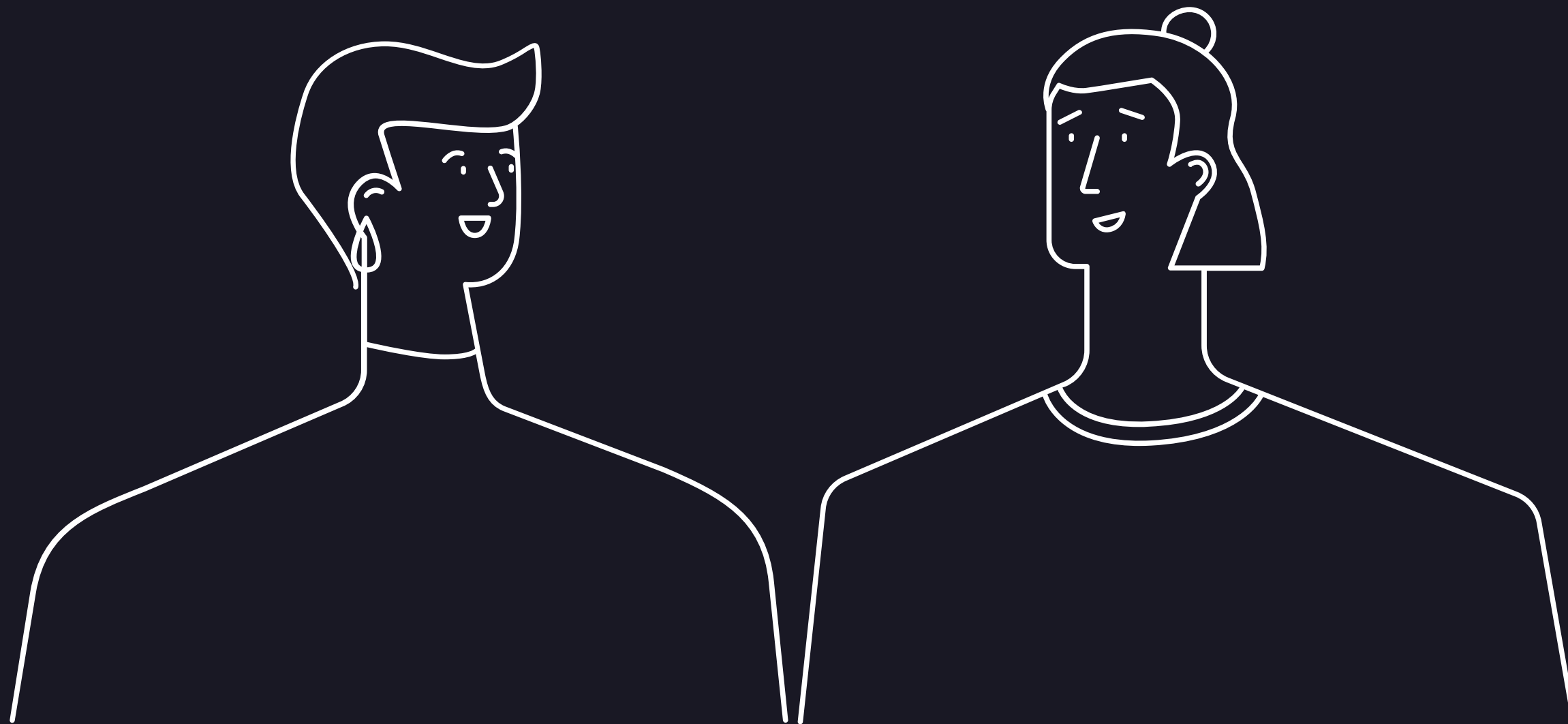


Post-crisis assessment

Remember to follow up and assess what went well and what didn't

"BRAND IS NO LONGER WHAT
WE TELL THE CUSTOMERS IT IS -
IT IS WHAT CONSUMERS TELL
EACH OTHER IT IS."

SCOTT COOK, DIRECTOR OF EBAY AND PROCTER & GAMBLE



CRISIS COMMUNICATION PLAN TEMPLATE

Crisis is inevitable for just about any type of organization, so identifying the people, systems, messaging, and other standards in advance makes good business sense. Here are steps you can take in advance to take control:

IDENTIFY PEOPLE

Identify the Crisis Communication Team

Ideally, the organization's CEO will head up the team, with the top public relations executive (or outside agency or consultant) and legal counsel as chief advisers. You should identify senior executives, usually the heads of major divisions, to serve as your organization's crisis communications team.

CRISIS COMMUNICATION TEAM

NAME & TITLE	ROLE & RESPONSIBILITY	CONTACT INFORMATION

*Thank
you!*