

TEN STRATEGIES FOR CRISIS MANAGEMENT

1. Define a crisis by its impacts on both the organization and on key groups such as employees, customers, shareholders, and neighbors vital to your success and survival.
2. Pinpoint crises that would most likely happen to your organization by focusing on generic crises, industry crises, and your own organization's past crises, if any.
3. Build a crisis response plan. Determine who does what, when, where, and how when a crisis occurs. (Include key departments and those with specialized knowledge). Include basic response elements whatever the nature of the crisis.
4. Target key publics with an interest in your crisis and establish communications procedures to keep them informed about the situation and especially the outcome.
5. Show concern about the impacts of the crisis and emphasize cooperation in external investigations of the situation as well as organization's investigation.
6. Gather initial facts and regularly update the information to provide open, honest, and complete information to important groups including the news media.
7. Assume responsibility for dealing with the crisis and its impacts. Pointing fingers at others or hiding behind a "no comment" never works.
8. Use a spokesperson who understands the news media, knows the organization, and has updated crisis information to respond effectively.
9. After the crisis settles, ask questions as to what went well, what went badly, what changes need to be made in your crisis response plans and procedures and what damage control you may have to initiate with key publics.
10. Do not assume a crisis will never happen to your organization. Inaction may seem to save time, money and staff activity. BUT, if a crisis happens, and you respond ineffectively, you could lose money, market position, reputation, and endanger your survival.

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