

Managing a crisis

David Bacon



What is a crisis

- * Crises creep up
- * Knowing you have one is sometimes difficult



Crisis mitigation

- * Reputation management
- * Simple crisis management plan
 - * Team
 - * Spokesman
 - * Media policies and procedures
 - * Training
 - * Media contact list
 - * Basic materials
 - * Stakeholders list



Managing the crisis

- * IMPLEMENT THE PLAN
- * Address the crisis
- * Define the problem
- * Get the facts
- * Be honest in everything
- * Establish your position
- * One spokesman
- * Communicate (not just to the media)



Remember the five “Cs”

Control

Compassion

Competence

Confidence

Correction

A yellow rectangular box with a gradient and a thin orange border. Inside the box, the text "5Cs" is written in a large, blue, 3D-style font with a drop shadow.

5Cs