# Managing a crisis

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#### What is a crisis

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

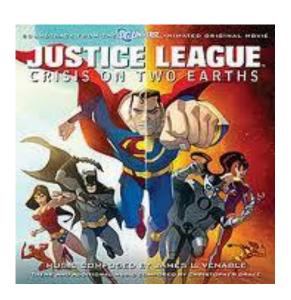






## Crisis mitigation

- \* 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** 

