

Crisis Communications Worksheet/Plan _____

IDENTIFY POTENTIAL CRISES

1. GATHER INFORMATION QUICKLY

Who is involved? _____

What happened? _____

How did it happen?

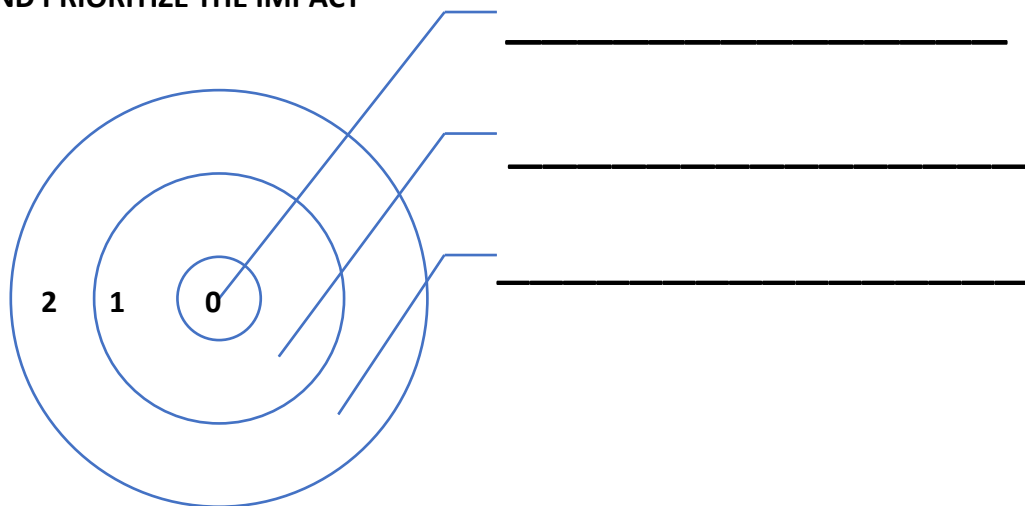
Where and when did it happen? _____

Why did it happen? _____

Is there immediate danger? _____

How does this impact my organization? _____

2. IDENTIFY AND PRIORITIZE THE IMPACT



3. THE BUCK STOPS AT THE TOP (DRAW YOUR CHAIN OF COMMUNICATION)

4. SPEAK THE (EDITED) TRUTH SCRIPT

Acknowledge/Name the situation:

Fraud: Today we learned that two of our employees falsified data...

Going out of business: Over the past year, our revenues have declined. Last week we reluctantly came to the conclusion that the best option for our customers is to...

Fire/loss of facility: Last night we suffered a devastating...

Compassion/Recognize the impact:

Fraud: We recognize that our customers may lose trust in us as a result of this...

Going out of business: We have been part of this community for 12 years...

Fire/loss of facility: We understand this means significant loss of income for our employees ...

Apologize if necessary:

Fraud: This event is deeply troubling, and we apologize for any lapse in service...

Going out of business: ... and we are sorry we must let our customers down...

Fire/loss of facility: ... and deeply regret having to lay off our treasured employees.

Name the next steps:

Fraud: We are committed to getting to the bottom of the incident and making it right.

Going out of business: We will close our doors on September 20 and will fulfill all current customer orders.

Fire/loss of facility: ... We are working with our insurance company to rebuild and get back to business as quickly as possible. We will keep you abreast of our progress.

Crisis Communications Worksheet/Plan _____

4. SPEAK THE (EDITED) TRUTH – cont’d

Timing is everything

- When will I tell my First Tier stakeholders? _____
- When will I tell my Second Tier stakeholders? _____
- Should I or when will I alert the media? _____
- How frequently will I follow up with First Tier stakeholders? _____
- How frequently will I follow up with Second Tier stakeholders? _____

5. OVERCOMMUNICATE

What channels will I use and who is my primary audience?

Channel	Tier One Customers	Employees	Major Suppliers/ Vendors	Tier Two Customers	Competitors	Media or elected
Individual email	F/U email May 16		May 10			
Group email		May 16	May 16			
Letter/Memo						May 11
Face-to-face meetings	May 10 10 a.m.	As needed				
Town Halls		May 10 2 p.m.				
Intranet		Updates and information				
Website – external				Updates and info		
Press Release						May 11
Social Media platforms					May 12	
Virtual meetings (Zoom)						

What is my issue monitoring plan?

- What will we monitor: _____
- How will we monitor: _____
- At what intervals will we monitor: _____
- Who is responsible: _____
- How will monitoring information be reported: _____