

Leadership When “It” Hits the Fan

5 Steps to Effective Crisis Communications

Braud Communications

When “It” Hits the Fan...

Resources

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When “It” Hits the Fan...

Crisis:

A situation that escalates to the point that it can damage an organization’s revenue, reputation, and brand.

The person posting photos and videos about your situation becomes your de facto spokesperson if you fail to provide a spokesperson.

Gerard Braud
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When “It” Hits the Fan...

5 Steps for Effective Crisis Communications

When “It” Hits the Fan...

Initial

Step 1

Vulnerability Assessment

What is your “It?”

When “It” Hits the Fan...

Sudden Crisis vs. Smoldering Crisis

- Major Storm
- Active Shooter
- Industrial Accidents

Versus

- Corruption
- Tax issues
- Infrastructure issues
- Executive Misbehavior

When “It” Hits the Fan...

Living Plan...

Step 2

Crisis Communications Plan

When “It” Hits the Fan...

- **Gather information**
- **Confirm information**
- **Share information**
 - **With media on site**
 - **Post to web**
 - **Email to employees & stakeholders**
 - **Share on social media**

When “It” Hits the Fan...

Step 3 Pre-written News Release Statements

When “It” Hits the Fan...

- Script for news conference**
- Post to web**
- Email to employees & community**
- Social media response**

When “It” Hits the Fan...

Yearly

Step 4

Media Training

When “It” Hits the Fan...

Yearly

Step 5

Crisis Drills

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