



Oh, S#%t !?

PREPARING FOR AND MANAGING EFFECTIVELY DURING A CRISIS

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LOMA PRIETA EARTHQUAKE 1989



AGENDA

- ✓ What is a Crisis?
- ✓ Planning for the Worst
- ✓ The FAST Approach
- ✓ Crisis Management
- ✓ Communications Tips



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CRISIS DEFINED

A significant threat to operations that can cause damage and have negative consequences if not handled properly.

The threats are typically in three areas:

- Public Safety
- Financial Loss
- Reputational Loss



Source: Institute for Public Relations

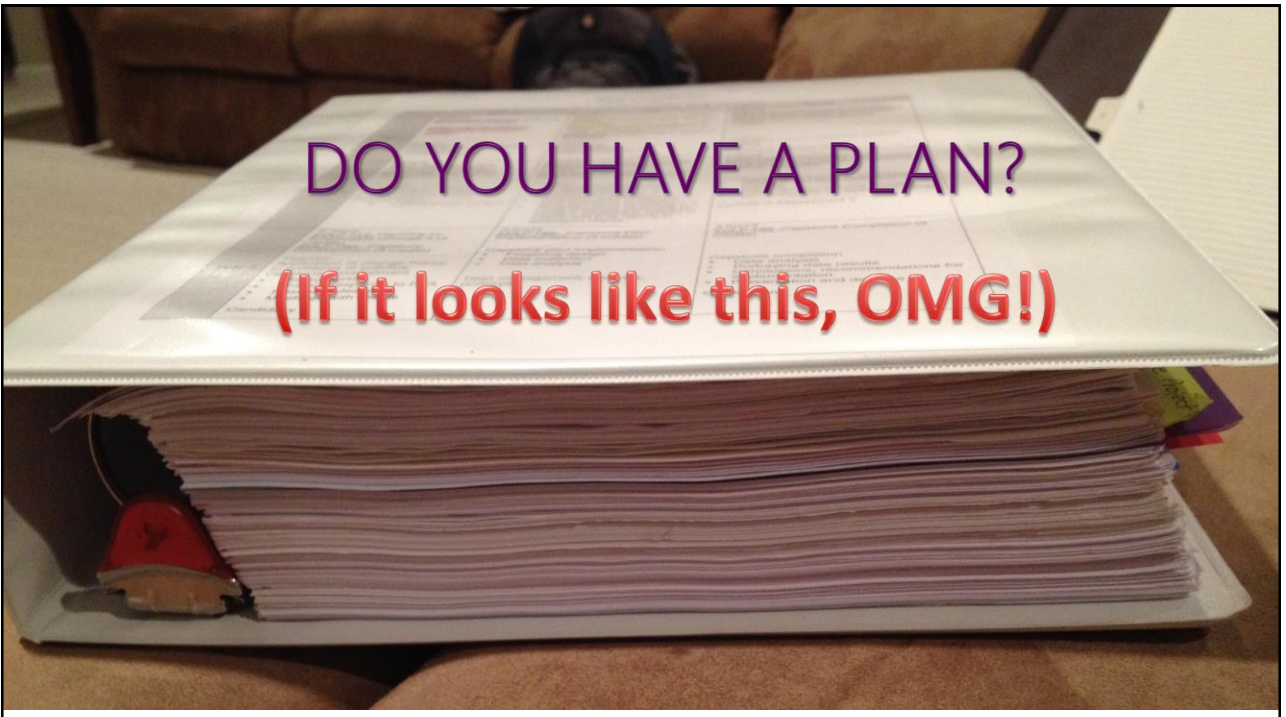
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THESE FOLKS HAD CRISIS PLANS



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DO YOU HAVE A PLAN?
(If it looks like this, OMG!)



PREPARE WHEN SKIES ARE CLEAR

- Identify Crisis Response Team
- Develop Response Protocols
- Develop Communication Protocols
- Drill, Baby, Drill!

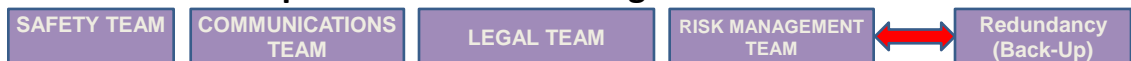
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CRISIS MANAGEMENT FRAMEWORK

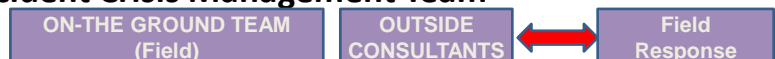
Executive Crisis Management Team



Operational Crisis Management Team



Site/Incident Crisis Management Team

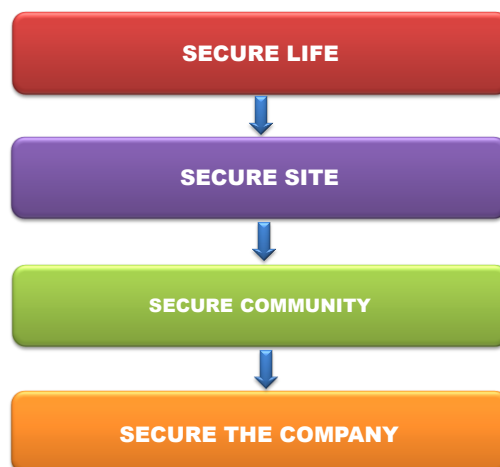


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THE CRISIS COMMUNICATIONS



CORE FUNCTION: CRISIS MANAGEMENT PLAN

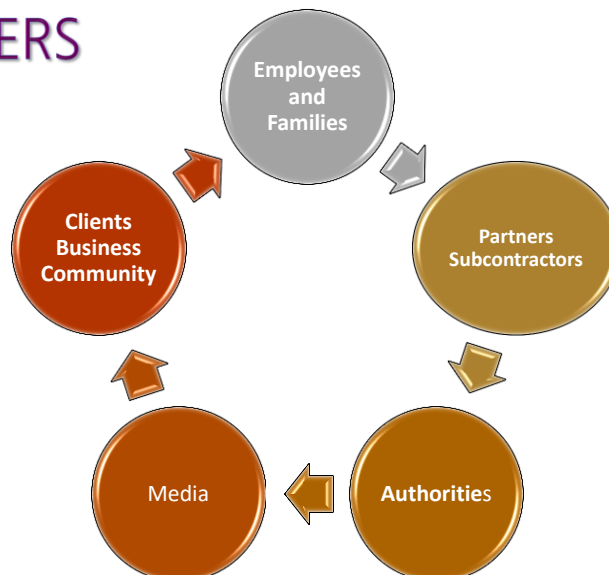


F.A.S.T. APPROACH

- ✓ Find the Facts
- ✓ Assess the Situation
- ✓ Strategize on Best Action Now
and Going Forward
- ✓ Talk to Your Stakeholders

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STAKEHOLDERS



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Consider all appropriate
communications channels...



...external and internal.

10 COMMANDMENTS
FOR CRISIS
COMMUNICATIONS

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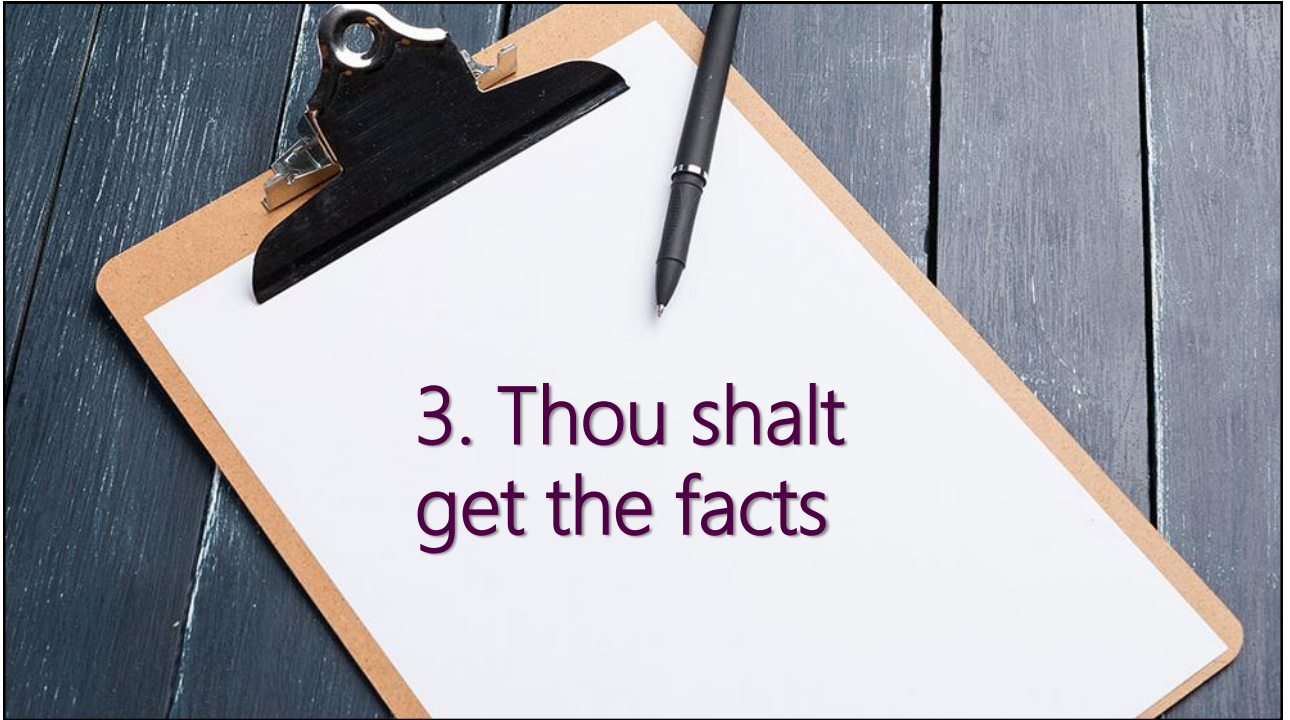
1. Thou shalt offer quick but measured response.

.....



2. Thou shalt know your essential audiences.



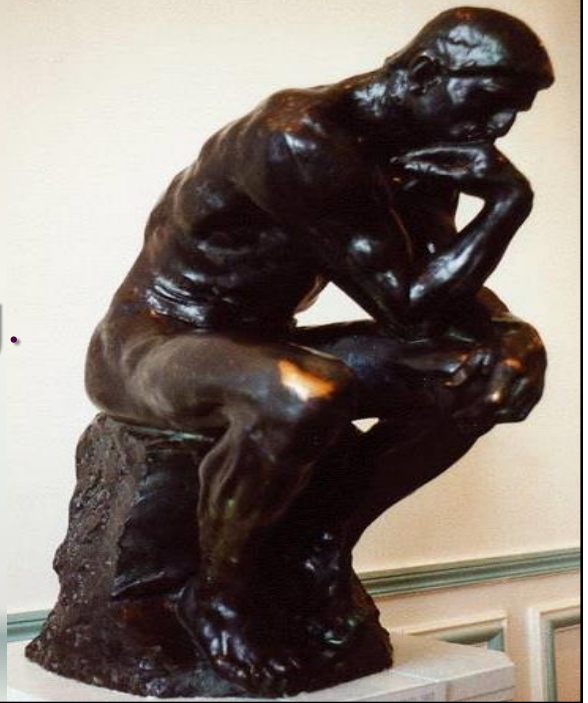


4. Thou shalt develop clear messages...

...and stick
to them.

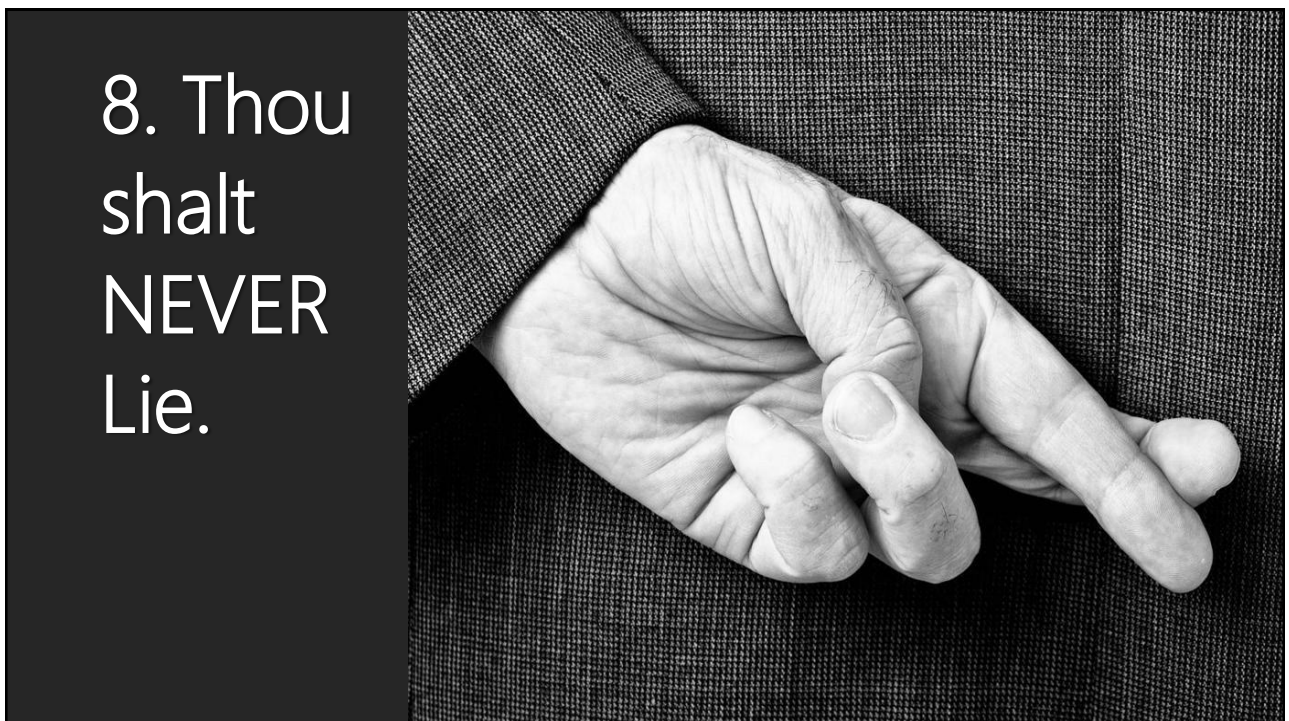
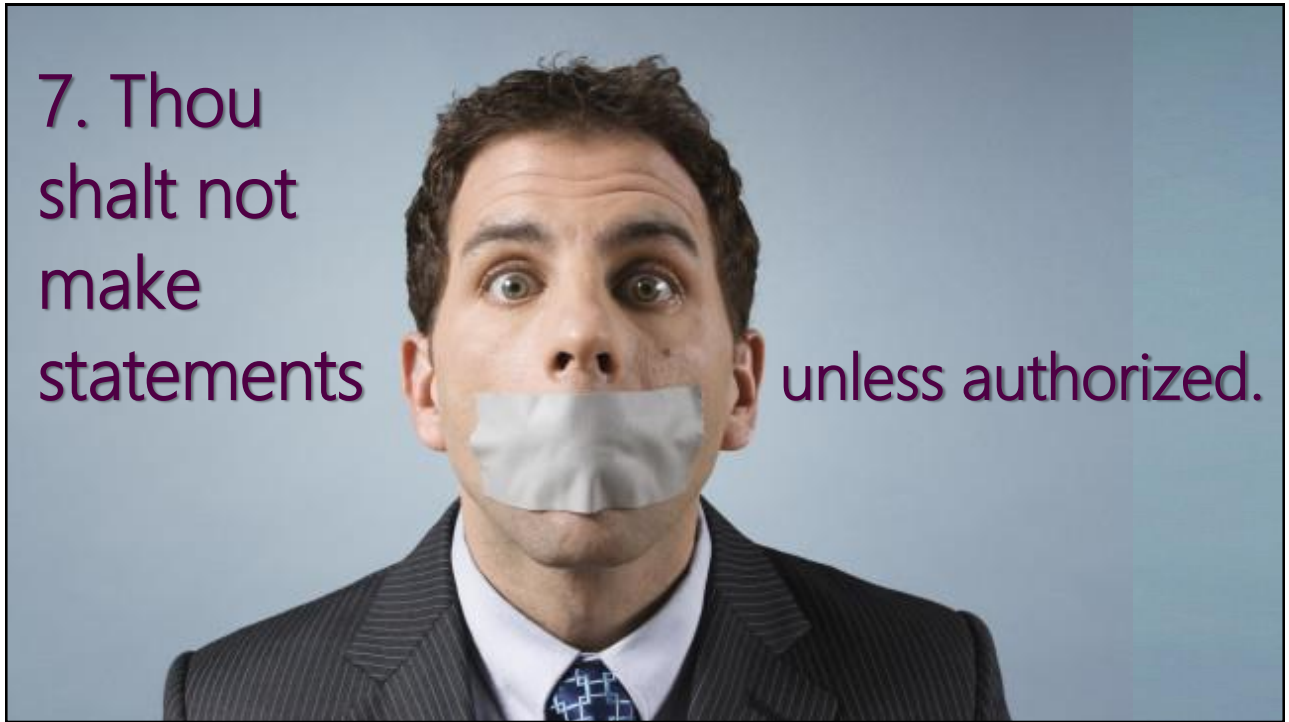


5. Thou shalt
THINK
before speaking.



6. Thou shalt identify the
spokesperson.





9. Thou Shalt Express Concern...

I am ^{NOT} sorry!

...not culpability.

10. Thou shalt keep your cool.



AVOIDING COMMON MISTAKES WITH SOCIAL AND TRADITIONAL MEDIA



Be sure before
you speak.





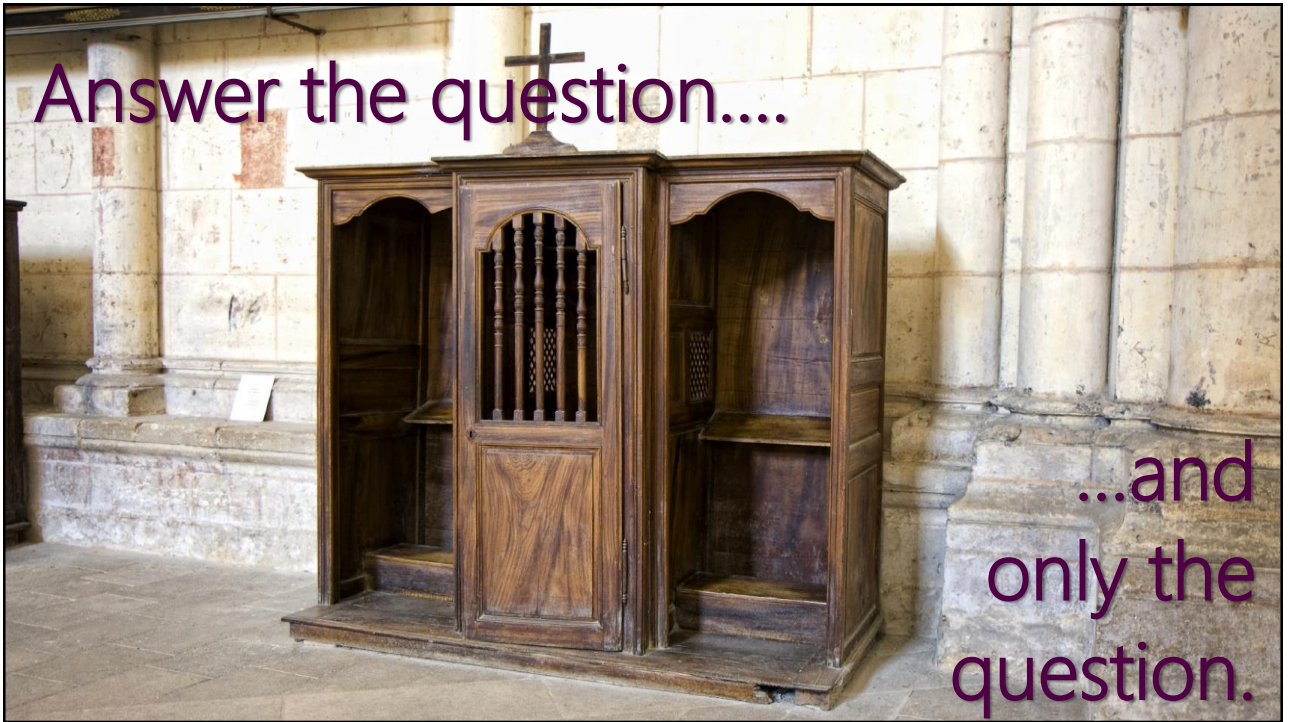
Remember,
you're in control.



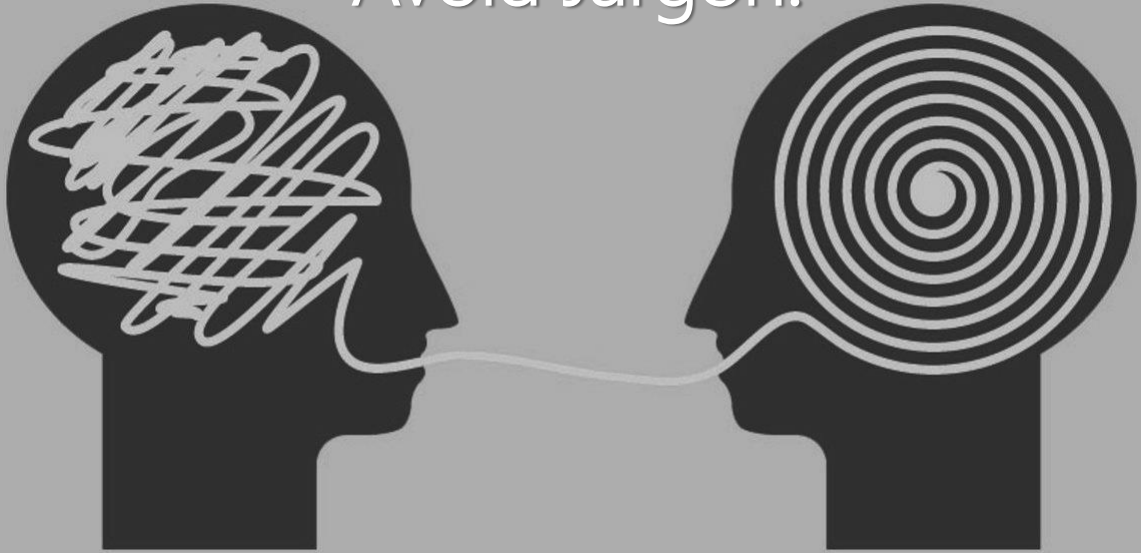
Follow the "Jumbotron Rule"

DON'T WRITE/SAY
ANYTHING YOU DON'T
WANT TO SEE ON A
Jumbotron.

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Avoid Jargon.



Don't forget the pause.



Don't comment
on rumors.



Don't discuss
legal issues...

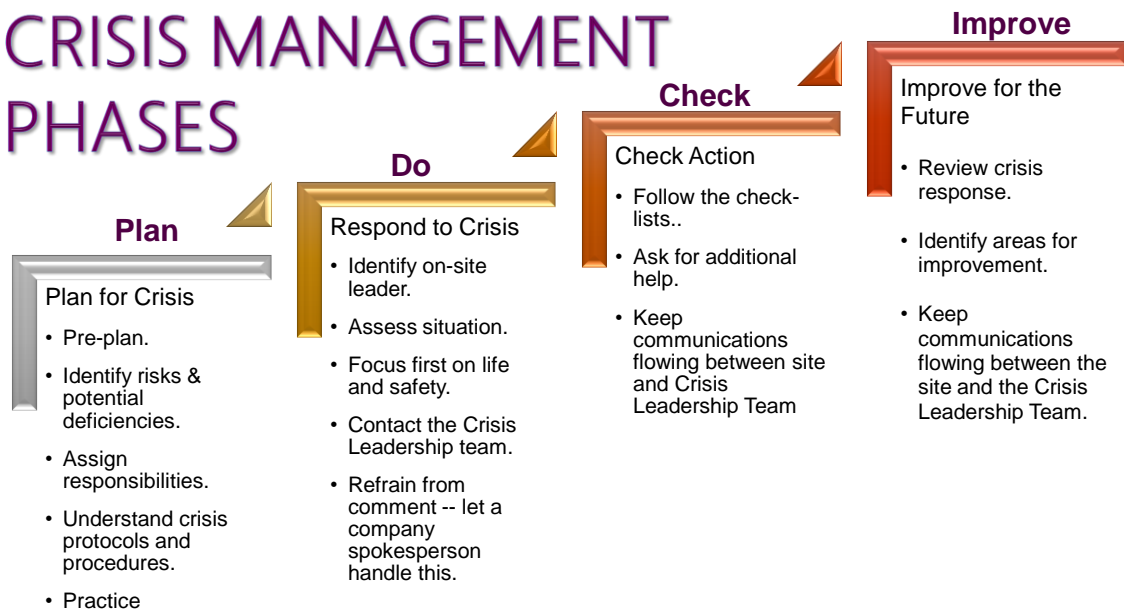
...unless you're a lawyer.



Keep confidential, confidential.



CRISIS MANAGEMENT PHASES



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MANAGING CHANGE WITH LEADERSHIP COMMUNICATIONS

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