



# BEYOND THE CRISIS

IS YOUR COMPANY PREPARED TO MOVE FORWARD?

## PLAN YOUR RESPONSE

- Review the company's Crisis Communications Plan.
- Create a detailed outline and structure for next steps.
- Assign roles and responsibilities.



1

## EQUIP LEADERSHIP

- Meet with leadership to discuss plans and resources.
- Offer opportunities for feedback and further considerations.
- Develop all necessary materials and messaging.



3



## REACH OUT TO KEY STAKEHOLDERS

- Ask for guidance and input from advisors.
- Inform key stakeholders of the plans to date.
- Recruit help to share messaging once released.

2

## ANTICIPATE NEEDS AND QUESTIONS

- Anticipate internal and external needs and prepare to address them effectively and empathetically.
- Develop a protocol to respond to comments, questions and concerns with a calm, informed, compassionate approach.
- Address questions and concerns in a timely manner via several platforms.



5



## PREPARE STAFF AND PARTNERS

- Prepare staff and partners for changes in approaches, expectations, schedules and communications.
- Request input and answer any questions.
- Educate all staff members on internal and external policies and best practices moving forward.
- Schedule regular update and evaluation meetings.

4

## ENGAGE WITH THE COMMUNITY

- Monitor media and community inquiries.
- Be as transparent as possible with any significant changes that will impact staff, clients, constituents or the community at large.
- Understand that this is a time of uncertainty and tailor all communications and responses accordingly.



7



## RELEASE TO MEDIA AND PUBLIC

- Reach out to personal connections, priority and preferred media contacts first.
- Share messaging on a day and at a time when coverage seems possible and inquiries can be promptly managed.
- Publish release, plan details and supplemental content on owned media platforms.

6



## DELIVER ON PROMISES

- Be the trusted, engaged, empathetic leader that clients and the community need during this transition.

8