

Crisis Management Planning Job Aid

Brainstorm

a list of potential problems that could arise in your organizational role, and consider what their causes could be:

- Personnel errors
- Sabotage or hacking
- Equipment failures
- Software bugs.
- Electrical failures, storms or catastrophe
- Bad press, reviews or rumors on social media

Pre-establish

crisis communications.

- Arrange for formal mechanisms to facilitate information gathering, and communication.
- Talk with all stakeholders in advance and establish crisis communication methods.
- If appropriate establish a systems verification team.

Review

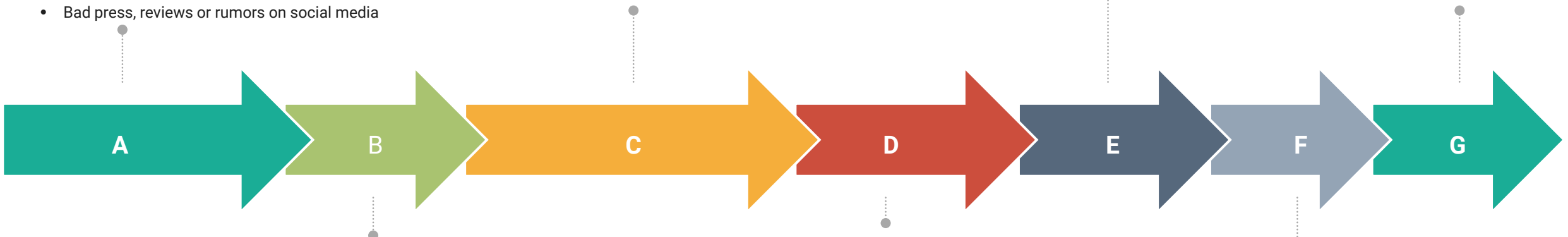
and develop response media.

- Pre script response media for each potential crisis., employing automated calls, emails videos, and press releases as appropriate.

Rehearse

the crisis plan.

- Work with all the stakeholders who need to be involved in handling a organizational crisis. Explain their role in the corrective actions and information gathering If appropriate stage a pretend crisis to practice a quick response.



Identify

methods for gathering information on the situation.

- Interview responsible personnel
- Interview business liaisons
- Audit of computer system or database or pertinent files.
- Collate data from complaints.
- Examine equipment

Establish

a crisis command center.

- Determine who is point person to supervise information gathering, communications and question answering.
- Determine communications methods.
- Determine meeting methods and location.
- Determine necessary equipment.
- Determine who needs to know.

Develop

corrective actions.

For each crisis cause develop a set of corrective actions.

Basic Guidelines for Handling a Crisis

