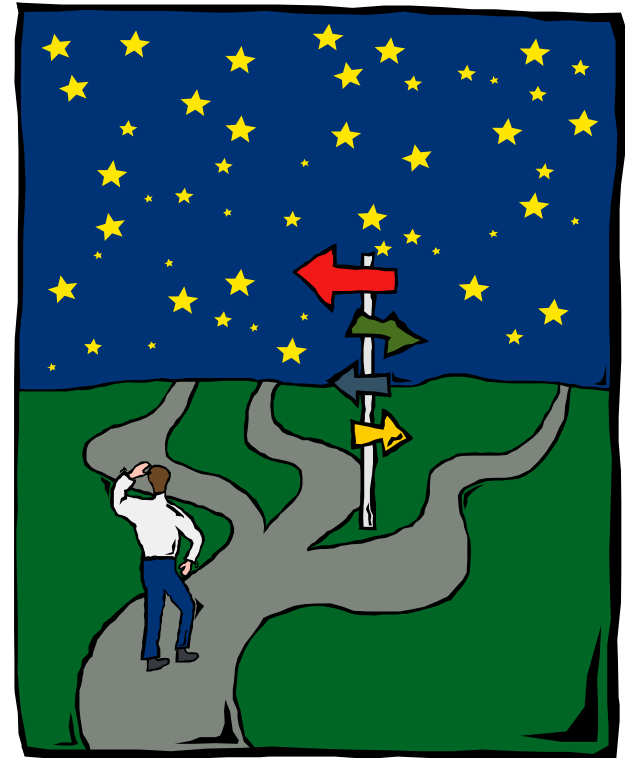


Crisis Management: Best Practices from the Frontline

Capilano University
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Have a Plan

- Risk Assessment
- Crisis Philosophy and Policies
- Crisis Response Process and Decision Tree
- Crisis Team and Roles
- Response Preparedness
- Training and Orientation

...BEFORE a crisis occurs



Rip the Bandaid Off Quickly

- Provide information as quickly as possible
- If you don't know, say so
- Commit to regular updates
- Establish certainty
- Assign someone to track and monitor



Choosing a Spokesperson

- Train 2 to 3 standby spokespeople
- Empathetic
- Calm, authoritative
- Available



Key Messages

- **Heart first, head second**
- Acknowledge emotional impacts
- Have 3 or 4 supportive facts
- Keep it simple
- Repeat, repeat, repeat



Take Responsibility

- What happened?
- What went wrong?
- What are you doing about it?
- How will you ensure it doesn't happen again?



Communicate directly

- Employees
- Customers
- Shareholders
- Suppliers
- Neighbours
- Partners



Know what's being said

- Monitor digital and traditional media
- Participate
- Correct misinformation and rumours - fast
- Go direct to constituents
- Share feedback systematically



Keep the long term in mind

- Know your 'client'
- Do the right thing and be seen to be doing the right thing
- Consider long-term reputational impact of each decision





Questions?

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