

# CRISIS MANAGEMENT: IS YOUR ORGANIZATION PREPARED?







Create a new framework for your crisis management that prepares you before the unexpected happens.











# Crisis Management Plan Checklist

Are you ready to face the known, or unknown, adversary? Before you dive in, make sure you've prepared for your worst case scenario. Here's a checklist to make sure you've covered all your bases.

PLANNING TASK	PARTY RESPONSIBLE	DONE
 <p><b>Identify potential threats to the organization.</b> Approach it like the traditional SWOT analysis. Rank each threat in severity and likelihood.</p>	_____	<input type="checkbox"/>
 <p><b>Develop a strategy to address each high potential-threat.</b> This requires both operational and communications responses. Address how you will take corrective steps.</p>	_____	<input type="checkbox"/>
 <p><b>Identify your stakeholders.</b> Who are we talking to here? Internal and external audiences have different concerns and questions. Contact your key audiences with the appropriate messages.</p>	_____	<input type="checkbox"/>
 <p><b>Assign tasks.</b> Ensure your communications, marketing and leadership teams know their assignments, from social media and traditional media monitoring to employee communications.</p>	_____	<input type="checkbox"/>

	TASK	PARTY RESPONSIBLE	DONE
	<b>Establish your spokesperson and a backup.</b> This person should have extensive knowledge of the organization and be specifically trained in media relations.	_____	<input type="checkbox"/>
	<b>Set up an employee communication system.</b> Whether by email or text, your organization’s employees need to be reassured and have the facts straight.	_____	<input type="checkbox"/>
	<b>Compile a list of local media and influencers.</b> They are stakeholders that have the means to spread your organization’s message. Build relationships with reporters and editors continuously.	_____	<input type="checkbox"/>
	<b>Create statement/press release template.</b> Use this as a chance to tell your story. Address misinformation and steps taken to fix the problem. Be tactful. Don’t forget to update your website, social media.	_____	<input type="checkbox"/>
	<b>Practice.</b> At least once a year, your communications and leadership team should review the plan and practice based on one of your identified scenarios. Hold a practice media conference and interviews.	_____	<input type="checkbox"/>
	<b>Evaluate.</b> Define key measures to review your crisis management in action. Always debrief with staff and board members / leadership. Make adjustments to the crisis management plan, as needed.	_____	<input type="checkbox"/>

# ABOUT US

Q Strategies is a full-service, strategic marketing and communications firm located in downtown Chattanooga. With a collective experience of more than 75 years in strategic marketing and communications, we excel in strong community relationships that drive our success as we help clients tell their stories and reach their goals.

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