

# 5 Steps to Effective Crisis Communications Master Class

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1979 - 1994 - Journalist

Since 1994 - Trainer, Speaker, Author

2020 - SituationHub Founder

## Objective

Not A Sales Pitch  
Share Best Practices  
Higher Level Thinking  
Establish A Community for Learning

## The Lonely Crisis Comms Hero

You Get It.

Many Around You Do Not Get It.

You Are Seldom Given Time.

You Are Seldom Given Resources.

## Umbrellas & Fire Extinguishers

You Don't Buy An Umbrella  
Because You Hope It Rains Today.

You Don't Buy A Fire Extinguisher  
Because You Hope There Is A Fire.

## Never Waste A Good Crisis

Every Crisis Is A Time To Learn  
Every Crisis Is A Time To Prepare  
Every Crisis Is A Time Build Your Team

## Crisis Definition

Any situation that has the ability to negatively affect the revenue, reputation and brand of an organization.

- Gerard Braud

Pro-Active

vs.

Reactive

Pro-Active = Planning & Preparation

Pro-Active = Prevention

Pro-Active = Fast, Mitigating Response

Reactive Without Pro-Active = Publicity & PR



## Manage Expectations Manipulate Behavior

Effective Crisis Communications Has The  
Ability To Move People Out of Harms Way.  
Effective Crisis Communications Mitigates  
Cascading Crises.

## 5 Steps To Effective Crisis Communications

- #1 Vulnerability Assessments
- #2 Crisis Communications Plan
- #3 Pre-Written Statements
- #4 Training Spokespeople
- #5 Crisis Drills

# Crisis Communications Sprint

- #1 Vulnerability Assessments
- #2 Crisis Communications Plan
- #3 Pre-Written Statements
- #4 Training Spokespeople
- #5 Crisis Drills

## Vulnerability Assessment

The Ordinary & Predictable

The Extraordinary

The Unspoken

The Bizarre

The New & Changing

## Vulnerability Assessment

Prevent The Potential Crisis  
Plan For The Potential Crisis  
Respond To The Crisis

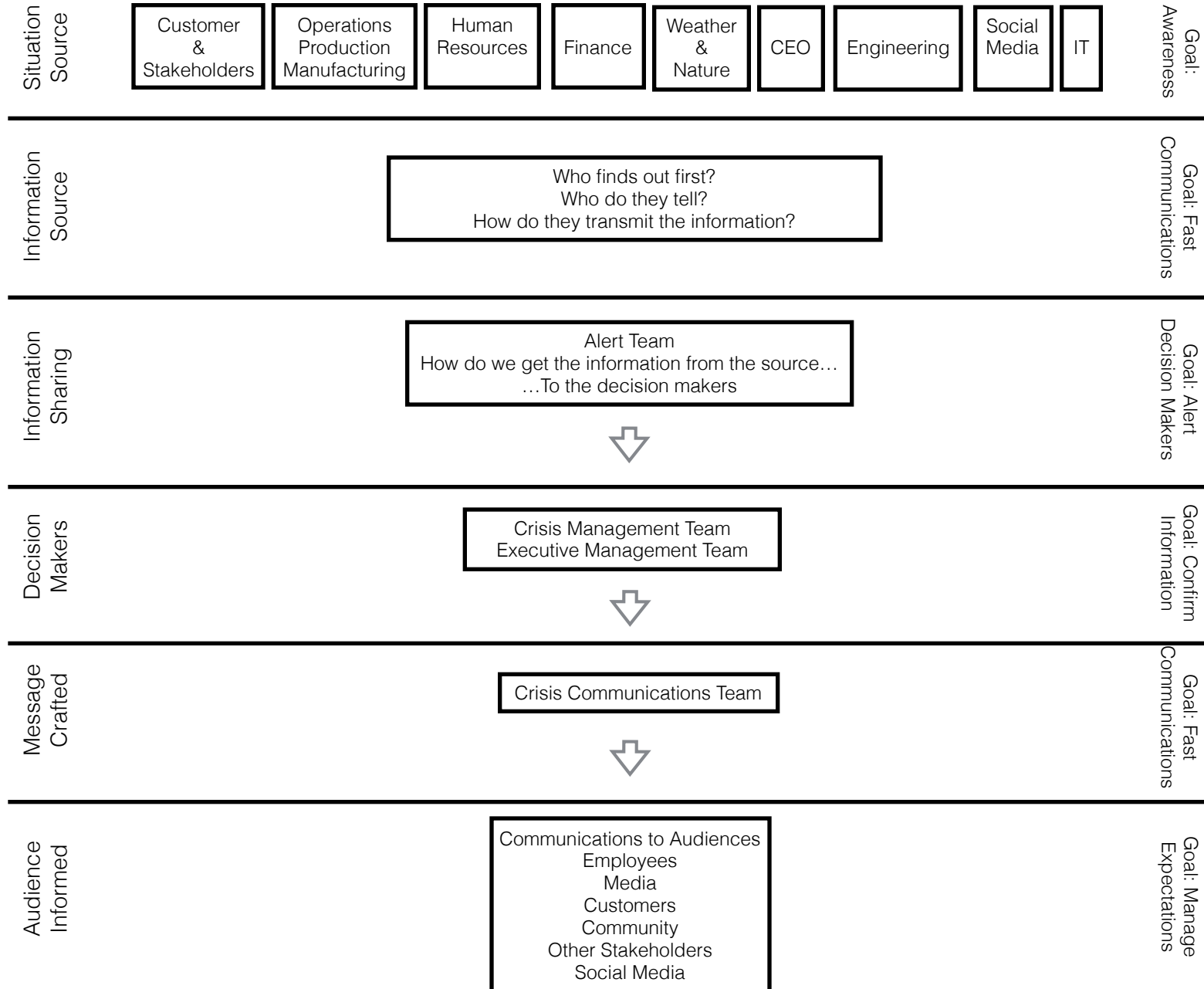
## Crisis Roadblocks

Finding Out What Happened  
Conveying That Information To Crisis Team  
Producing A Statement Quickly  
Getting The Statement Approved Quickly  
Getting The Statement To Stakeholders

## Crisis Communications Funnel

What Works?  
Where Is It Clogged?

## Crisis Communications Funnel





## Crisis Communication Plan

Details Of Each Aspect Of The Funnel.

The More Specific - The More Terrific.

Not Just Checklists, But Details.

Who Does It, When, Exactly How To Do It.

Time Limits On Each Task.

## Pre-Written Statements

Build A Library.

Your Vulnerability Assessment Is Your Outline.

One Message For All Audiences.

Facts, Expectations, Anticipation & Empathy.

Pre-Approved For Speed.

Writer Ego Issues.

## Spokesperson Training

Members, Employees, Media, Community.

One Wrong Word Compounds The Crisis.

Master The Script - Minimize The Ad-Lib.

Wrangle In Board Members.

Turn Employees Into Brand Ambassadors.

Annual Training & Train The Trainer.

## Crisis Drills

Combined Tabletop & Live Action.  
Murder Mysteries With Misdirection.  
At Least Two News Conferences.  
Test Your Plan, Team, And Spokesperson.  
Mess Up In Private.  
Make Adjustments To Your Plan.

## Questions

Off-stage Confidential Chat

<https://calendly.com/braud/15min>

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