

# Crisis Management Communication

This playbook outlines the best practices for managing and communicating during a crisis in the workplace. It provides steps for effective coordination, stakeholder communication, and maintaining control of the narrative.

## Step 1: **Preparation**

Establish a crisis management team with clear roles and responsibilities. Develop a communication plan that includes messaging guidelines, a list of stakeholders, and communication channels to be used.

## Step 2: **Identification**

Identify the type and scope of the crisis. Gather as much information as possible to understand the situation thoroughly before acting.

## Step 3: **Assessment**

Assess the potential impact on the organization and stakeholders. Prioritize issues based on their severity and urgency.

## Step 4: **Communication**

Communicate early and openly with stakeholders. Ensure messaging is consistent, clear, and appropriate to each stakeholder group.

## Step 5: **Management**

Activate the crisis management plan and coordinate efforts across the team. Make decisions based on the best available information and communicate changes proactively.

## Step 6: **Review**

Monitor the situation and adjust strategies as necessary. Keep stakeholders updated on developments.

## Step 7: **Post-Crisis Analysis**

After the crisis has been managed, conduct a post-crisis analysis to identify lessons learned. Update crisis management plans and communication strategies accordingly.

# **General Notes**

## **Training**

Regularly train the crisis management team and stakeholders on the crisis management plan and communication protocols.

## **Simulation**

Conduct simulation exercises to test the crisis response and communication plan. Use feedback to make necessary adjustments.