

ONE CALL NOW

## Crisis Leadership & Emergency Responses

*Thinking beyond the plan... a finely-tuned execution makes a good plan great!*



The midst of a crisis is not the time to figure out what works and what doesn't. People will be caught off guard. Some will panic. In most instances, there will be chaos and confusion.

Dealing effectively with crises, demands leadership, planned responses and efficient communications. You've got to think fast, work smart and make informed decisions. You've got to protect employees and your business.

When first responders aren't dealing with a crisis, they're preparing for one. But a crisis at your workplace could suddenly thrust you into the position of first responder. It will be up to you to quickly gather information, assess the situation and make critical decisions.

*Imagine for a moment that you and your co-workers suddenly find yourselves in a disastrous situation...*

### What does it look like?

Continuous training and practice keep first responders sharp and ready. Although they know to expect the unexpected, practice drills prepare them for the lay of the land.

Many cities periodically conduct area-wide disaster drills. First responders from across their region all converge in one location. They all understand that an actual event will vary greatly from the drill. But the drill helps responders—and leaders—become familiar with the logistics and the look of a large-scale disaster and response. In these cases, familiarity doesn't breed contempt, it breeds confidence and competence.

Why mention this? Because you may have a plan, but do you put it in motion regularly? Have you ever put it in motion? Practice drills keep your plan and your responses fresh and familiar. They may not need to happen often, but they do need to happen.

One Call Now is America's largest message notification provider. Thousands of schools, businesses, churches, and organizations across the country rely on One Call Now to improve and simplify their group's communications—sending voice, text and email messages to thousands of members simultaneously. Founded in 2002, One Call Now has been listed on Inc. Magazine's list of fastest growing privately held companies in America since 2008. When messages matter, we deliver.

## How will you assess the situation?

The onset of a disaster can be sudden or it can slowly emerge. The duration and aftermath are generally longer than expected. Getting the word out is important. Lives may depend on it. But getting information in is important, too.

Reliable details from different perspectives help you fully understand the magnitude of the event. It equips you for informed decision making and reduces misdirected response efforts.

You may have an emergency communication plan, but does it include two-way communications? Your employees should be equipped and ready to provide crisis leaders with information. And you should be able to retrieve it.

Mobile technology and social networks are proving to be great assets for crisis response communications. By establishing a meeting site for an exclusive group (all your employees? designated "captains?"), you're setting up a hub for retrieving reliable details.

## Which medium are you going to use?

Land lines, mobile devices, texts, email, social media. Although most people use multiple communication mediums, everyone has a personal favorite. But in a crisis, the one that works, quickly becomes the favorite.

Because some modes of communication may be down, it's important that your plan include all channels. And it's also important that your employees know how to access messages with all channels.

A good emergency plan poorly executed can mean the loss of lives, property and business. Think beyond your plan to fine tune the details of its implementation. It will give you a big advantage at a time when you need all the advantages you can get.