

Crisis Communications Roadmap

A roadmap for developing a crisis communications preparedness and response plan

If a crisis breaks today, are you ready?

During crises, organizations are judged on how well they respond, which means how well they communicate with their stakeholders. In a crisis, trust is the currency that enables you to maintain relationships with stakeholders. Communication keeps the relationships intact. When a crisis breaks, do you live up to your promises? Do you provide true, transparent and timely facts? Are your actions and your statements consistent with your values? Do you have a plan in place that will guide your actions in the heat of the moment?

Organizations invest years—even decades—building their reputations. Today, the value of that investment can erode in hours. We work with you to develop plans that will help you be prepared for the worst.

Crisis communications planning with Standing Partnership helps you manage labor and legal disputes, management changes, product recalls, financial instability, market rumors, government scrutiny, natural disasters, violence, and environmental events.

1

CRISIS READINESS ASSESSMENT



Crisis Readiness Report



Existing plan analysis



Competitor and industry audit



Likely crisis scenarios

2

CRISIS COMMUNICATIONS PLAN DEVELOPMENT



Crisis Communications Plan



Current state analysis



Planning session



Crisis management approach, process and decision-making



Strategies and tactics for each scenario

3

CRISIS TRAINING AND PLAN UPDATES



Crisis Training



Regular Plan Updates



Deliverables

1

CRISIS READINESS ASSESSMENT

We examine your existing approach and tools, including crisis, business continuity and disaster recovery plans, to determine applicability and readiness for crisis communications. We look externally at your competitors and industry to assess your readiness to respond to the types of crises faced by others.

CRISIS READINESS REPORT

This report can help you decide if you need to invest in updating your crisis communications plan. Your readiness is scored based on the robustness of your existing plan; your ability to respond quickly; competitive positioning; and organizational alignment.

2

CRISIS COMMUNICATIONS PLAN DEVELOPMENT

We begin by scanning your existing crisis communications and operational plans. If you opted in favor of a detailed Crisis Readiness Report, we advance to the next step, which consists of a facilitated cross-functional team dialogue to build alignment around the desired outcomes of crisis situations; discern preferences for situation management; hierarchy for decision-making; identify and prioritize stakeholders for crisis response; and suggest a way to assess threat levels.

We identify the crisis scenarios that are most likely to impact your organization and develop messaging and planning on how to manage each. The plan is detailed enough to include team members by name and assignment, as well as contact information, and contains a media list so you can act rapidly in a breaking situation.

CRISIS COMMUNICATIONS PLAN

A document that lays out the why and how of crisis management for your organization, around which you can build consensus and support before the next crisis breaks.

This plan includes the steps your organization should take so it can respond quickly and effectively, along with draft materials and suggested dissemination channels.

3

CRISIS TRAINING AND PLAN UPDATES

Crisis plans need to be tested, and updated. Why? What looks good on paper is a first step. The most important step, though, is that your team can act quickly because the processes and messages have become intuitive. And the plans need regular updating because people change jobs. Phone numbers change. Management shifts. Reporters move on.

You can choose this highly recommended step as a separate option after the Crisis Communications Plan is developed.

CRISIS TRAINING AND PLAN UPDATES

Training tailored to your organization's needs to ensure your team can act on the crisis communications plan. It can consist of table-top exercises or crisis drills.

Revisions to the plan at least twice a year to make sure it is current.

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*building, protecting
& restoring reputations*

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