



# 3 Steps To **Manage Crisis Communications** During COVID-19

# Upcoming Webinars

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**ALL WEBINARS BEGIN AT 12:00 PM (MDT)**

Managing a Remote Team During COVID-19

Tuesday, April 7th

Identifying and Managing Legal Risks

Thursday, April 9th

20 Steps to Take Now to Thrive After COVID-19

Tuesday, April 14th

# OUR VISION

We empower companies  
to do their best work.

A crisis doesn't just disrupt business operations. It threatens basic, dearly-held assumptions about an organization and challenges its core values.

**Good companies will survive a crisis.  
Great companies are made better by it.**



# Agenda

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1. **GETTING STARTED**
2. **VALUES-DRIVEN PUBLIC RELATIONS**
3. **CRISIS COMMUNICATION PLANNING  
(THE QUICK METHOD)**
4. **POTENTIAL BENEFITS OF A CRISIS**



# GETTING STARTED

1. Manage Your Mindset.
2. Project Strength and Confidence.
3. Remain True to Your Brand.
4. Consider All stakeholders.
5. Be Transparent and Informative.

**When this is all over how  
do you want people to  
feel about your brand?**

8 hrs · 🌐

Sunny Sunday!!! We are open 11am-8pm for take out orders by phone, bar orders, or Facebook messenger. Your order is not placed by messenger until you receive confirmation. We have 32oz mason jars for takeout beer and seltzer, if you have jars or growlers please save yourself some money and reuse them. Food and drink menu available at [\[link\]](#). The entire patio area is clear of snow and the patio heaters are ready. Cornhole boards and bags are set out. We are not able to service the patio so whatever you choose to do with your takeout food and beer we have no control over 😊. Eat Drink



✉ Send Email



Aspen Creek



It makes me crazy angry that while my fellow healthcare professionals are literally dying in order to take care of you and your loved ones on the front lines of this war, and they are BEGGING US TO STAY HOME, this local business is encouraging people to hang on their patio and play cornhole and have even put out their heat lamps for us !?!? What is wrong with people? I'm doing my best to support our local businesses but this is unacceptable! So many people have driven by and said they saw it packed at times over the weekend.

1 day ago



Thank



Comment



19



22



# Values-Driven Public Relations

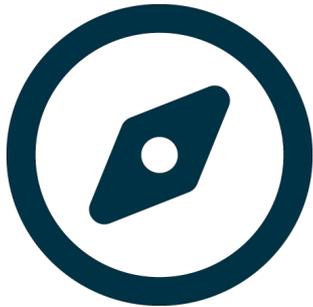
Your company's mission, vision, and values should drive your crisis communications.

# Values-Driven Public Relations

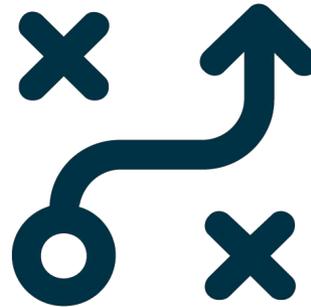
Credibility → Trust → Confidence

# Crisis Communications

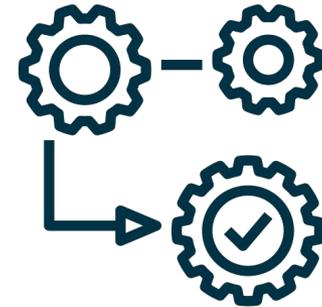
(The Quick Method)



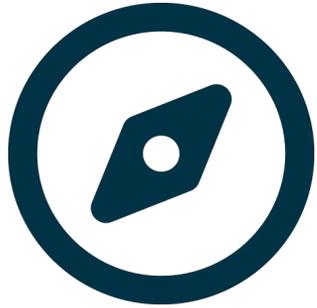
1. Discover



2. Plan

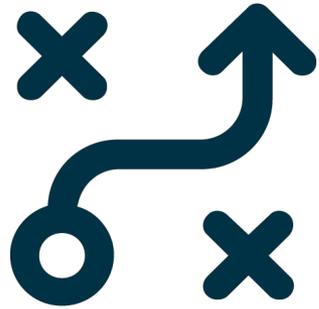


3. Execute



# DISCOVER

Assess communication needs of all departments.



# PLAN

- Identify Target Markets
- Formulate Objectives
- Write Key Messages
- Choose Message Delivery Tactics

Plan



# IDENTIFY TARGET MARKETS

Plan

# FORMULATE OBJECTIVES

Plan

# **WRITE KEY MESSAGES**

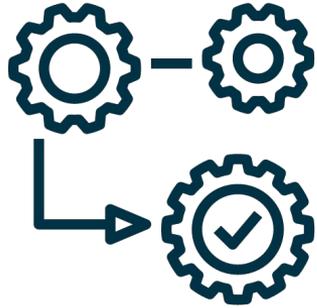
# MANAGE YOUR CRISIS COMMUNICATIONS

## SAMPLE MESSAGING PLAN

DEPARTMENT	AUDIENCE	KEY MESSAGE	GOAL
HR	Employees	We are here to support you.	Hire the rockstars back.
SALES	Customers	We are operating at 50%	Keep current clients.
OPERATIONS	Vendors/Suppliers	We are at 50% staff.	Maintain relationships
MARKETING	Clients & Prospects	5 Ways we can help you.	Maintain presence.
PR	Media	How we are ensuring public safety	Positive press.

Plan

# CHOOSE MESSAGE DELIVERY TACTICS



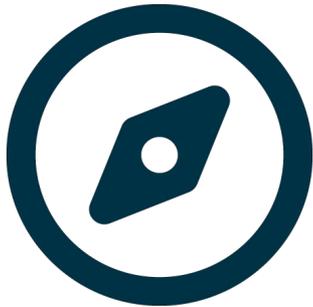
# EXECUTE

Deliver messages consistently.

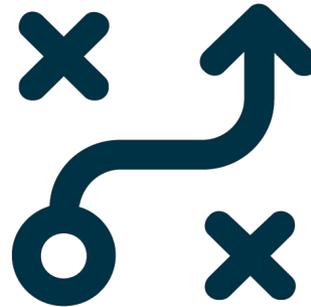
Confirm delivery by tracking.

# Crisis Communications

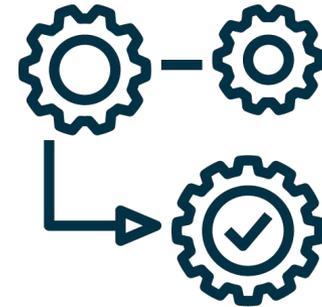
(The Quick Method)



1. Discover



2. Plan



3. Execute



# Potential Benefits of a Crisis

*When It Hits the Fan: Managing the Nine Crises of Business* by  
Gerald C. Meyers with John Holusha  
(Houghton Mifflin, 1986)

Potential Benefits

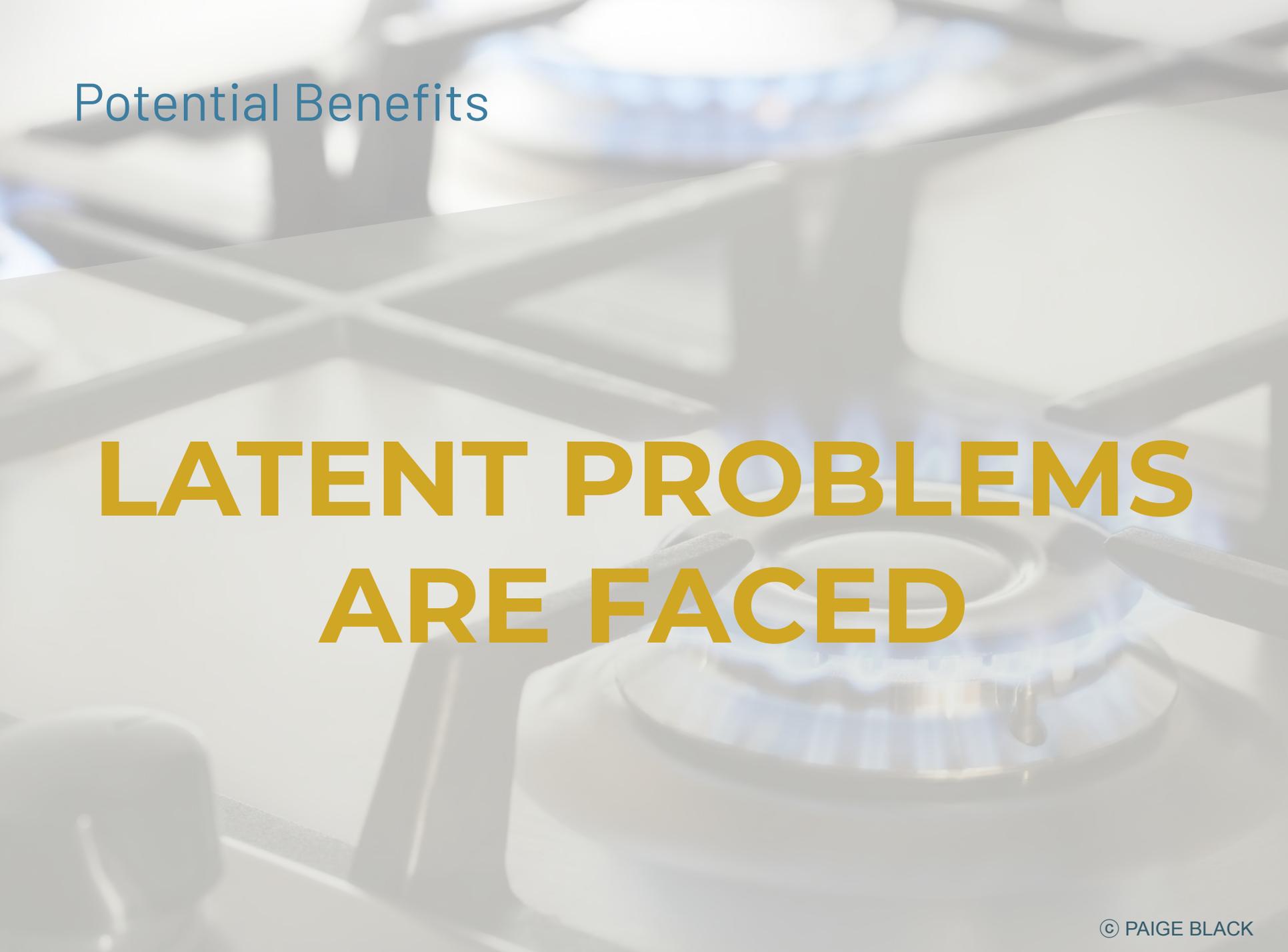
A silhouette of a muscular man stands on a rocky shore, looking out over a calm lake at sunset. The sky is a mix of light blue and orange, and the water reflects the colors. The man's hands are on his hips, and he is wearing a tank top and shorts. The overall mood is one of strength and tranquility.

**HEROES ARE BORN**



Potential Benefits

**CHANGE IS  
ACCELERATED**



Potential Benefits

**LATENT PROBLEMS  
ARE FACED**

Potential Benefits

**PEOPLE CAN BE  
CHANGED**

Potential Benefits

**NEW STRATEGIES  
EVOLVE**

# Potential Benefits - New Strategies Evolve

## Help Support our Country's Medical Personnel

Making protective masks & gowns is a great way to help during this critical time.



Potential Benefits

A hand in a grey suit sleeve holds a white megaphone with a red handle, pointing towards the right. The megaphone is partially obscured by the large yellow text.

**EARLY WARNING  
SYSTEMS DEVELOP**

Potential Benefits

**NEW COMPETITIVE  
EDGES APPEAR**