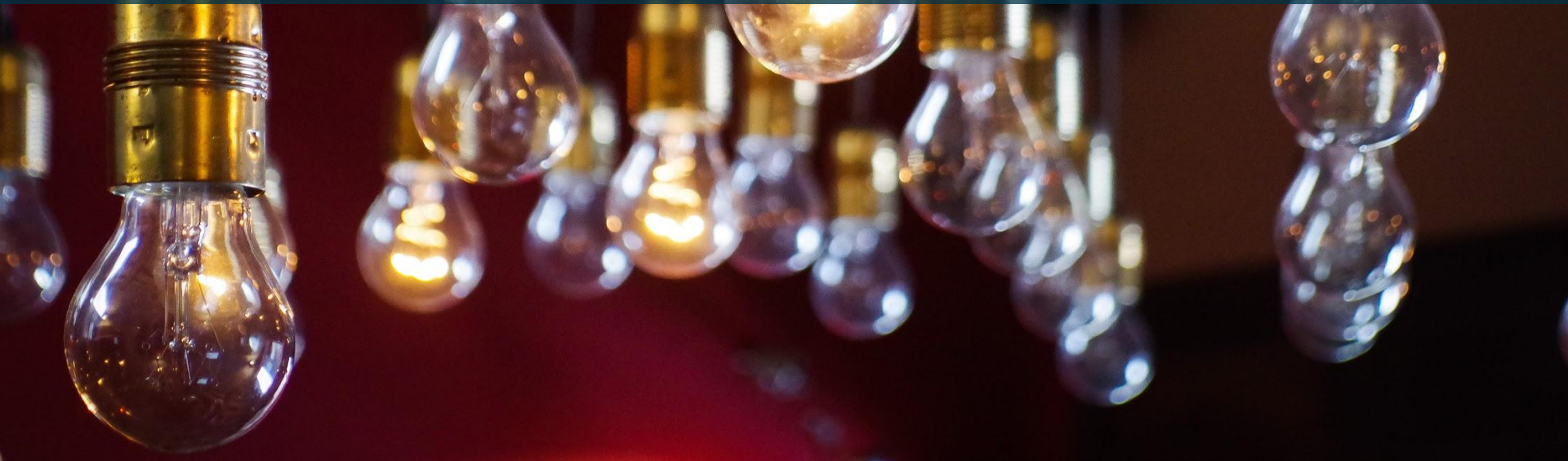


3 Steps To **Manage Crisis Communications** During COVID-19



Upcoming Webinars

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

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.

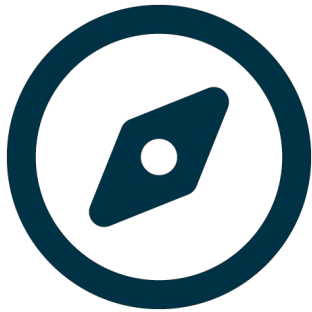
A background image showing several incandescent light bulbs hanging from above. The bulbs are out of focus, with some appearing brighter than others, creating a bokeh effect. The overall color palette is dark and moody, with a blue-grey tint.

Values-Driven Public Relations

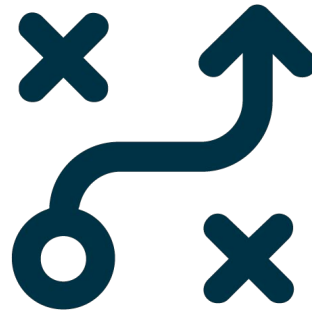
Credibility → Trust → Confidence

Crisis Communications

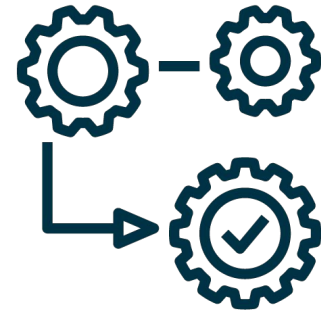
(The Quick Method)



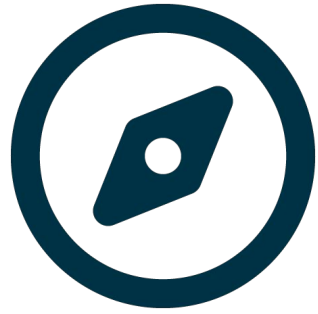
1. Discover



2. Plan

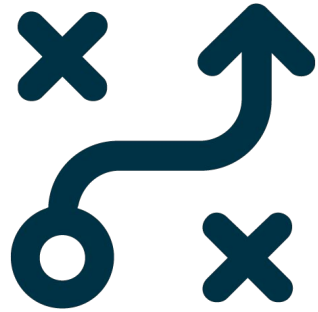


3. Execute



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

The background of the slide is a dense, out-of-focus pile of wooden letter blocks. The blocks are in various colors, including light wood, grey, and dark blue. They are scattered across the entire frame, creating a textured, three-dimensional effect. The lighting is soft, highlighting the edges of the blocks.

Plan

WRITE KEY MESSAGES

MANAGE YOUR CRISIS COMMUNICATIONS

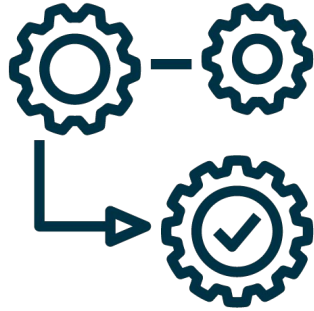
SAMPLE MESSAGING PLAN

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



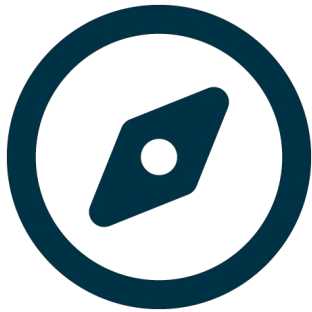
EXECUTE

Deliver messages consistently.

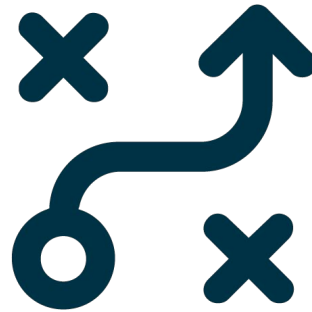
Confirm delivery by tracking.

Crisis Communications

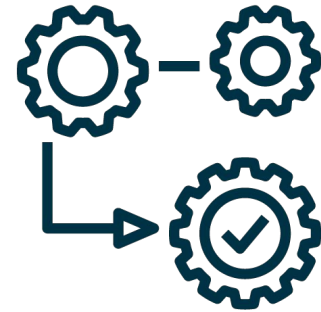
(The Quick Method)



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 person standing on a rocky shore, looking out over a calm lake towards a sunset. The person's hands are on their hips. The background features a soft orange and yellow sky, a calm body of water reflecting the light, and distant hills or mountains. The overall mood is peaceful and contemplative.

HEROES ARE BORN

A background image showing the lower legs and feet of several runners on a red athletic track. The runners are in motion, with their legs extended forward. The track has white lane markings. The image is semi-transparent, allowing the text to be overlaid.

Potential Benefits

**CHANGE IS
ACCELERATED**



Potential Benefits

LATENT PROBLEMS ARE FACED

Potential Benefits

**PEOPLE CAN BE
CHANGED**

A background image showing a hand moving a white chess piece on a chessboard. The image is overlaid with a semi-transparent orange and yellow gradient. The text 'Potential Benefits' is in the top left, and 'NEW STRATEGIES EVOLVE' is in the center in large yellow letters. The copyright notice '© PAIGE BLACK' is in the bottom right.

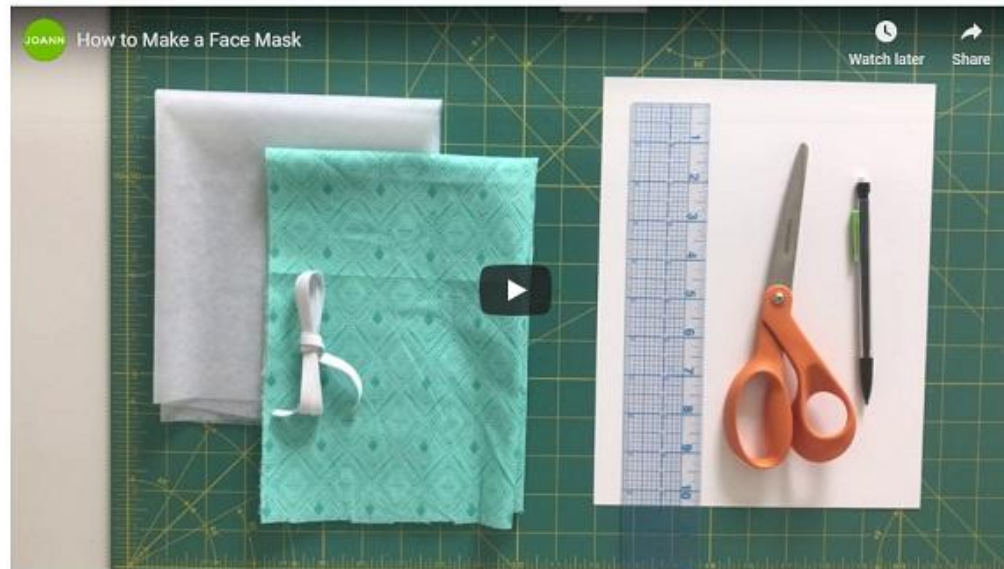
Potential Benefits

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 holding a megaphone, symbolizing announcement or warning.

**EARLY WARNING
SYSTEMS DEVELOP**

Potential Benefits

**NEW COMPETITIVE
EDGES APPEAR**