

Week 2 and 3

What is crisis Management?

1. Systematic attempt to avoid organizational crises or to manage those crisis events that do occur.
2. A crisis is a major, unpredictable event that threatens to harm an organization and its stakeholders.
3. Although crisis events are unpredictable, they are not unexpected.

Definitions of crisis

Three common elements:

1. A threat to the organization;
2. The element of surprise;
3. A short decision time.

Managing in a Crisis

1. The most significant test for an organization comes when it is hit by a major accident or disaster.
2. Poor handling of events not only can cripple an organization's reputation but also can cause it enormous monetary loss.

Types of Organizational Crisis

1. Sudden Crisis;
2. Smoldering Crisis;
3. Bizarre/a one-of-a-kind Crisis;
4. Perpetual Crisis, such as the long-running problem.



5. Increased outside scrutiny

- The media wants response, investors demand answer, customers must know what is going on.

6. Siege mentality

- Feel surrounded.

7. Panic

- In such an environment, it is difficult to convince management to take immediate action to communicate what's going on.



Four important planning in a Crisis

- Identify the cause of the risk
 - The public are more likely to accept that the organization will quickly remedy the problems.
- Demonstrate responsible management action
 - Appear to be in control of the situation.
 - Letting people know that the organization has a plan and is implementing it helps convince public that you are in control.

In short....

- Be PREPARED
- Be AVAILABLE
- Be CREDIBLE



Communicating in a crisis

- Speak first and often
- Don't speculate
- Go off the record at your own peril
- Stay with the facts
- Be open, concerned, not defensive
- Make your point and repeat it
- Don't war with the media
- Establish yourself as the most authoritative source
- Stay calm, be truthful and cooperative
- Never lie and said no comment.