

The 12 Commandments of Crisis Management by



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Own up to and communicate the problem early on

M	T	W	T	F	S	S
					1	2
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17	18	19	20	21	22	23
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31						



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Never *place your top most executive* as front spokesperson

M	T	W	T	F	S	S
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3

Recognize

that you cannot make

WHAT IS BAD LOOK GOOD

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Be prepared for the worst.

In a crisis, things get worse

before they get better.

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**Prioritize and remember
people's safety
is always first.**

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Focus on protecting

your credibility

and not winning brownie points.

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20	21	22	23	24	25	26
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Set the course, have a Mission Statement and stick to it.

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Map and remap issues and stakeholders as the situation develops.

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**Use every available channel
to communicate
with your stakeholders.**

M	T	W	T	F	S	S
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If the crisis drags,
don't retreat into a siege.
Stay out there !

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**Don't just respond to the events,
lead your organization
through the crisis.**

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14	15	16	17	18	19	20
21	22	23	24	25	26	27
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Manage the aftermath of the crisis.

Remember, it's not over
until it's really over.

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			1	2	3	4
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12	13	14	15	16	17	18
19	20	21	22	23	24	25
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