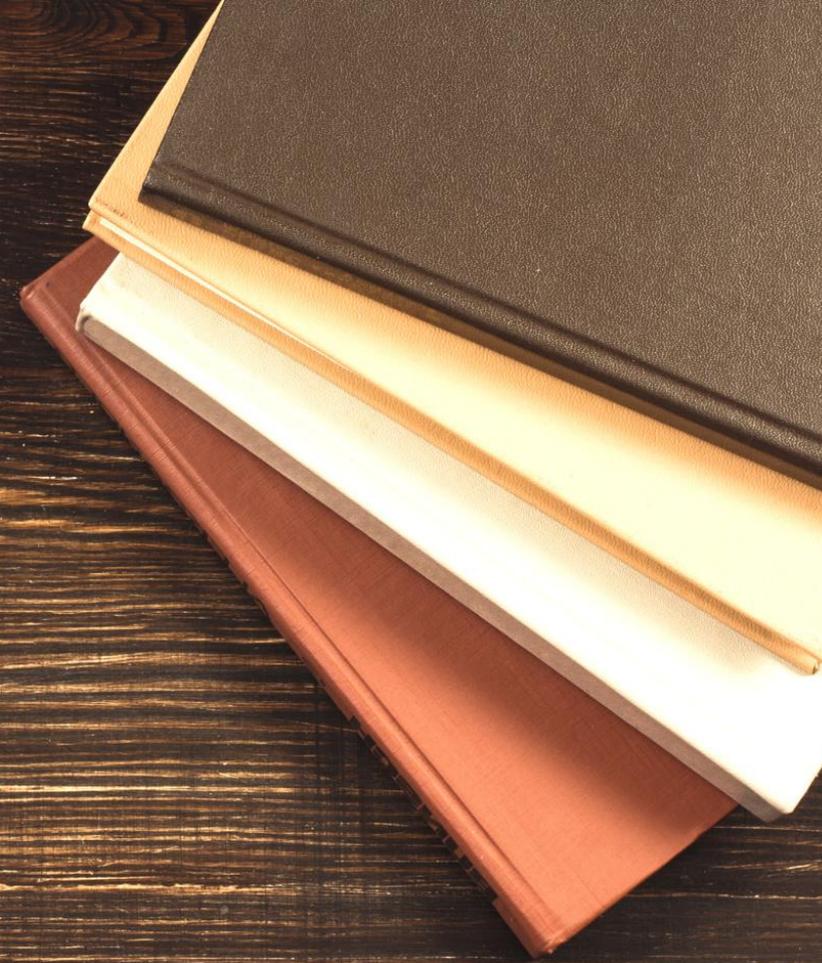


A CRISIS MANAGEMENT PROCESS  
THAT FITS YOUR CULTURE

THE  
ESSENTIAL  
CRISIS COMMUNICATIONS  
PLAN



TIM O'BRIEN



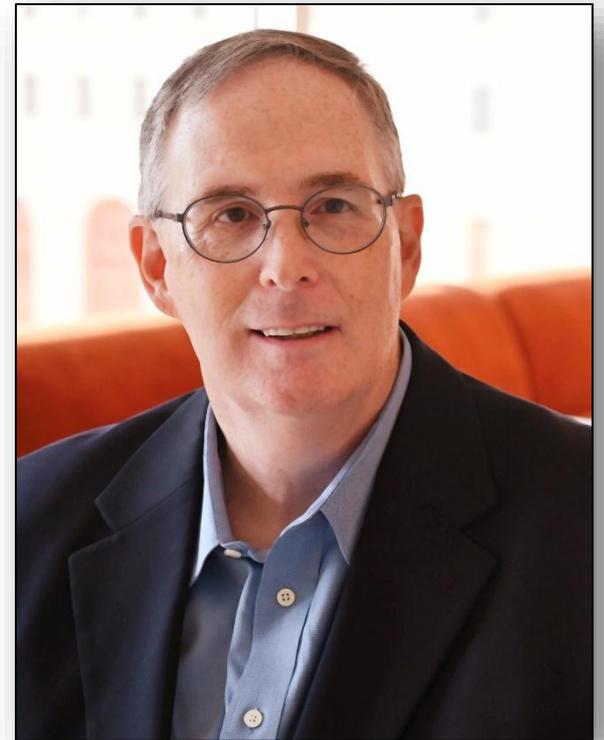
# The Essential Crisis Communications Plan

*A Crisis Management Process That Fits Your Culture*

# About Tim O'Brien

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- Started career at KDKA-TV and Radio.
- Decades in PR, crisis management, media coaching, media relations, media strategy.
- Global Firm – Ketchum for 10 years.
- After that, involved in rollout of Broadband tech.
- O'Brien Communications since 2001.



# What You Don't Want

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- **No Planning:**
  - Wing it.
  - Hope it goes away.
  - Tell them what they want to hear.
  - Tell them what the lawyers want you to say.
- **Micro-planning:**
  - Binders full of outdated documents, lists, etc.
  - Template documents for news releases. (See above)
  - Processes you've never followed before.

# What You Do Want

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- **Customized Planning:**
  - A short, workable, modular plan that breaks down into 60-minute units.
  - Uses systems and processes you already follow.
  - Assumes you will take the lead and not hope it fades away.
  - Trains key players: Team Captain, Spokesperson, etc.
  - Becomes a year-round process, not just a binder.

# The Flaw of Too Many Crisis Plans

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- **New Processes**

- Create a Crisis Team of all senior managers
- Create templates in advance of all docs
- Conduct formal research of opinions and attitudes
- Create new review/approval processes

- **Your Process**

- CEO and 2-3 others make all decisions
- Wait until we have the facts before writing
- We know our stakeholders
- Use existing review/approval processes

# Types of Crises You Will Face

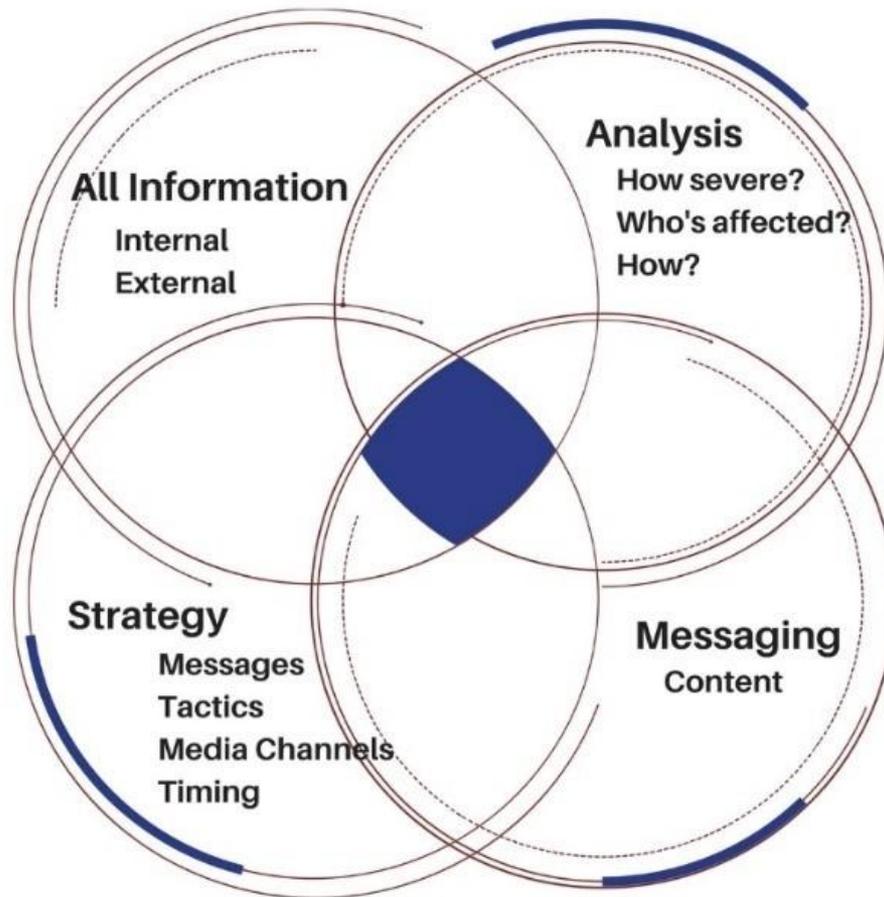
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- **Workforce Issues** (Harassment, theft, violence)
- **Legal Issues** (Litigation, regulation, compliance)
- **Social Media Issues** (Rogue posts from employees, donors, constituents, etc.)
- **Activist Attacks** (Baseless allegations)
- **Loss of Funding or Funders**
- **Negative Media Coverage**

# The First Hours

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## Initial Strategy Meeting



# Isolating the Cause/Severity

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## Lines of Defense

*Isolating the Crisis*



Where the crisis lives helps determine scope.

Reputation is the Most Serious Level

# Your Messaging

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*The Essential Crisis Communications Plan*©  
**Message Mapping Worksheet**

Audiences	Chief Concern	Needs to Know	Wants to Know	Key Message
Customers/Clients				
Employees				
Investors/Funders				
Board Members				
Partners/Vendors				
Members				
Community				
Regulators/Govt.				
Influencers				

# Balance

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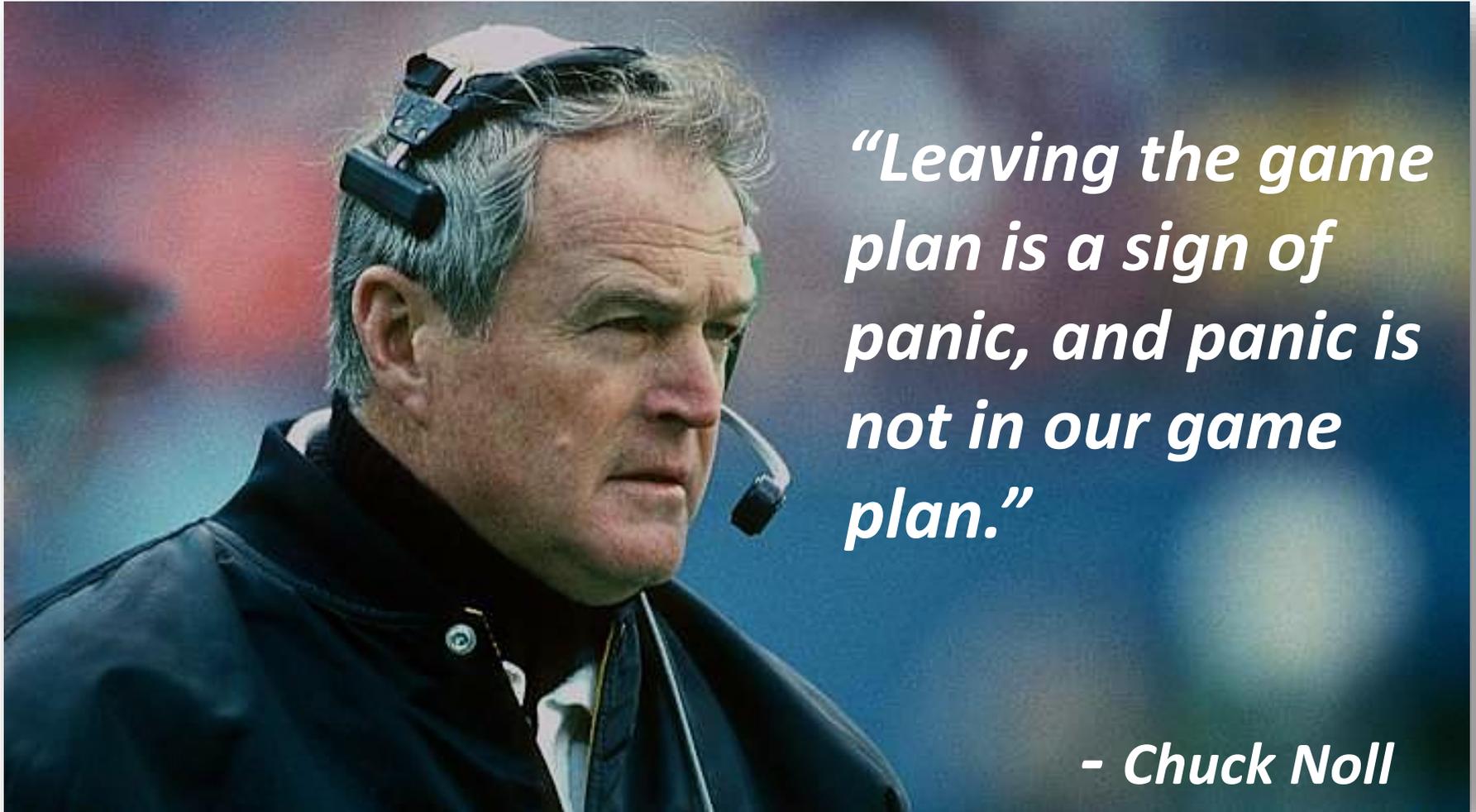
*“Everybody has a plan until they get punched in the mouth.”*



*- Mike Tyson*

# Balance

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*“Leaving the game plan is a sign of panic, and panic is not in our game plan.”*

*- Chuck Noll*

# Crisis Planning

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Thank you.

