

The Principles of Effective Crisis Communication

THE CLASSICS

Be first.

Be the first to communicate decisions. Work diligently to own the narrative related to your actions.

Be right.

Validate key information as quickly as possible and make it available. Questions will arise, but you don't need all the answers right now. If you deliver information that turns out to be false, get a correction out immediately.

Be credible.

A crisis is no time to engage in spin or withholding of information. Be honest and transparent. You will gain the trust of stakeholders.

Be empathetic.

People must first know that their leaders care. Evaluate the degree to which your organizational communication demonstrates you understand and care about the concerns of stakeholders.

Promote action.

Giving people something specific to do restores a sense of control over out-of-control circumstances. Tell people that you need their help with specific tasks related to managing the crisis.

Be respectful.

Crises will most likely bring about scrutiny and criticism. Even when criticism isn't justified, leaders must remain respectful of those issuing the criticisms. Remember: When it comes to public spats, between individuals and organizations, organizations almost always lose.

OUR PROGRAM

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THE EXTRAS

The core team.

Have a core crisis communications team and make sure they are focused and appreciated. This team will be on the receiving end of negative feedback from external and internal audiences. Make sure you take care of them.

The online spokespersons.

The reach of traditional spokespersons is becoming limited. Social media channels are more important than ever for getting information out. Take full advantage of the digital space and the opportunity to show personality through your online spokesperson.

The feedback loop.

The only way to truly understand if you are succeeding is to seek and act on feedback. Use digital platforms and direct outreach to ask your stakeholders how you are doing communicating important information.

The personal touch.

Generally, crisis communication is designed to inform the masses. But, it's important to reach out to individuals, too. Encourage leaders to identify individuals within their organizations who have been negatively impacted and let them know they matter.

For more information on effective crisis communication contact:



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