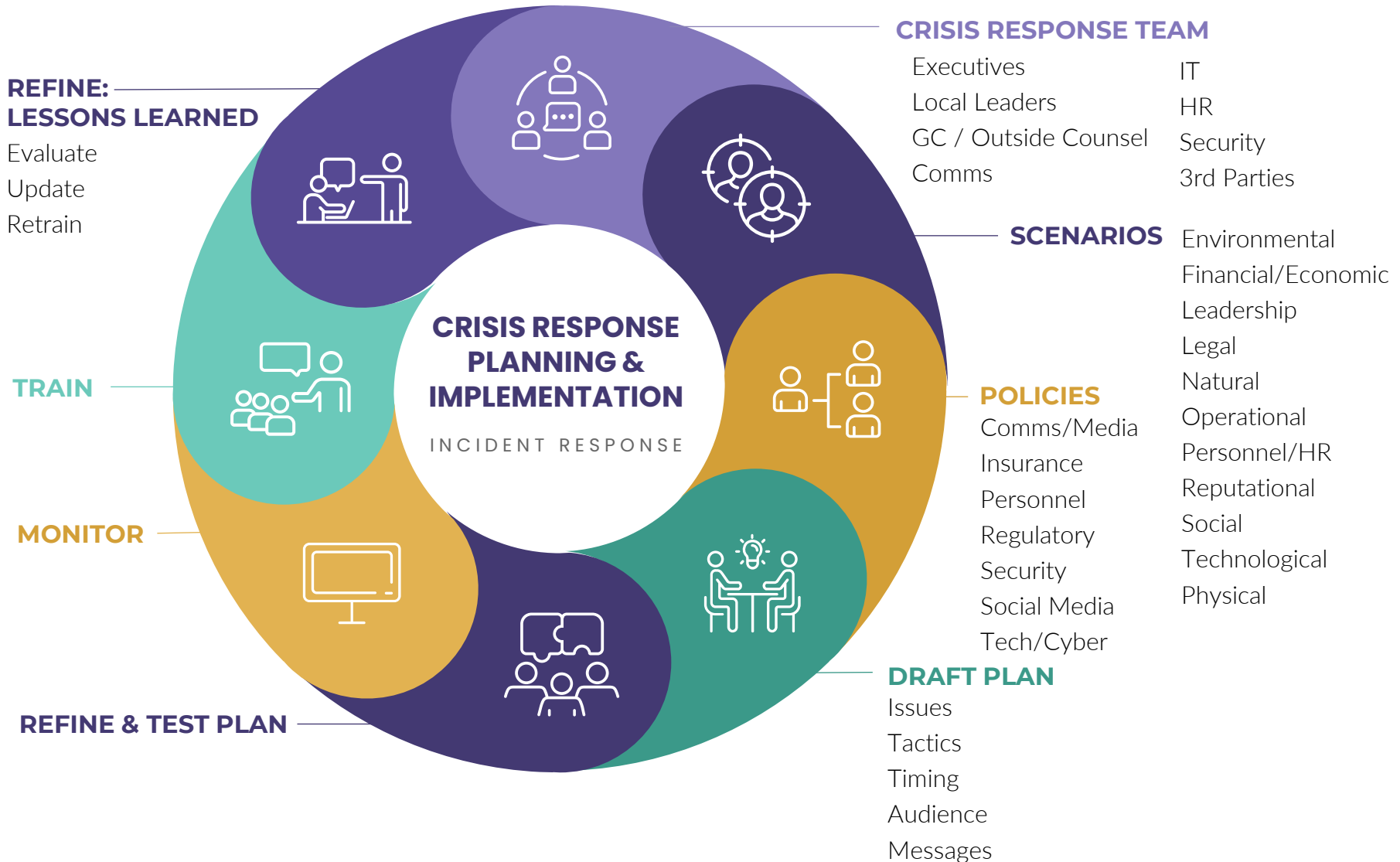


CRISIS PLANNING



Scenarios



Environmental Crisis: When the company's operations significantly affect the natural environment or when environmental changes impact the company

Financial/Economic Crisis: When the economic conditions or financial mismanagement cause severe difficulties in maintaining the financial stability and/or the company is sold or acquired

Leadership Crisis: Where the leadership of the company is ineffective or when there is a change of leader in the company

Legal Crisis: When a company is embroiled in legal disputes or when changes in laws or regulations significantly affect the company's operations

Natural Disaster Crisis: When a natural disaster like a flood, earthquake, or pandemic significantly disrupts the company's operations

Operational Crisis: Pertains to the ineffective processes or procedures which lead to a breakdown in the normal operation of the company

Personnel/HR Crisis: When there's a significant issue with employees, such as strikes, layoffs, or allegations of discrimination or harassment.

Reputational Crisis: When there is a significant negative impact on the company's reputation due to a scandal or negative publicity

Social Crisis: When there are issues such as social justice or unethical behavior within the company that affect its image and operations

Technological Crisis: When the company faces significant issues due to technological failures, cybersecurity or privacy breaches

Physical Crisis: Where there is risk of serious injury or death to individuals and/or physical damages to the company's property or resources, affecting its operations

Questions to Answer



- Who is implementing the crisis response plan?
- Who needs to be alerted and when?
- What are the issues?
- What is the current or potential impact/damage?
- What do we need to get across (if... then...)?
- What is our position (if... then...)?
- What are the legal, regulatory and ethical issues/considerations?
 - Who is the client?
 - Who asserts attorney-client privilege?
 - Evidence preservation
 - Notice
- What can/can't the company say?
- How can messages be manipulated?
- When is the right time to act?
- How can you restrict/limit damage?
- What resources do you need to mitigate current or future damage?
- Is there information that needs to be restricted and if so, how will you do that?
- What do the insurance policies require?
- How do you define recovery?