

▶ Objective

- ▶ To explain the crisis management plan



- ▶ **List of abbreviations**
- ▶ **CM:** Crisis Management
CMT: Crisis Management Team
- ▶ **HR:** Human Resources
CEO: Chief Executive Officer
- ▶ **BU:** Business Unit
CSO: Chief Security Officer

- ▶ A crisis can be defined as any significant threat to operations that can have negative consequences if not dealt with properly.
- ▶ In management, a threat is the potential damage that a crisis can cause the organization, its stakeholders and its reputation.
- ▶ A crisis can result in three related threats:

Public safety

Financial losses

Damage to reputation



► **Crisis Management Model**

Gonzalez-Herrero and Pratt proposed a Crisis Management Model which identified three different stages of crisis management.

1 Diagnosis of Crisis

The first stage involves detecting the early indicators of crisis.

It is for the leaders and managers to sense the **warning signals** of a crisis and prepare the employees to face it with courage and determination.

- ▶ Superiors must review the performance of their subordinates from time to time to know what they are up to.
- ▶ Monitoring the performance of the employee regularly helps the managers to foresee crisis and warn the employees against the negative consequences.

▶ **2. Planning**

- ▶ A crisis management team must devise relevant strategies to avoid an emergency situation.
- ▶ Discuss with the related members to come out with a solution which would work best at the times of crisis.
- ▶ It is essential to take quick decisions.
- ▶ Make sure your facts and figures are correct.

▶ **Adjusting to Changes**

- ▶ Employees must adjust well to new situations and changes for effective functioning of organization in near future.
- ▶ It is important to analyze the causes which led to a crisis at the workplace.
- ▶ Mistakes should not be repeated and new plans and processes must be incorporated in the system.



- ▶ **What is a Crisis Management Plan (CMP) ?**
- ▶ It is a **document** prepared by superiors, members of crisis management team and related employees to describes the **processes** how your business will react to a crisis, including **who** will take action and **what** they will do to respond to a critical situation.

“The goal of a crisis management plan is to minimize damage and restore business operations as quickly as possible.”

- ▶ **Why Crisis Management Plan ?**
- ▶ Crisis management plan helps the employees to adopt a **focused approach during emergency situations.**
- ▶ It gives a detailed overview of the roles and responsibilities of employees during crisis.
- ▶ CMPs are used by business continuity, emergency management, crisis management and damage assessment teams to prevent or minimize damages and provide guidelines for personnel, resources and communications.

- ▶ Crisis Management Plan helps the managers and superiors to **take quick and relevant actions as per the situation.**
- ▶ Crisis Management plan **protects an organization from inevitable threats** and also makes its future secure.
- ▶ Crisis Management plan **reduces instability and uncertainty amongst the employees** and help them concentrate on their work.

Characteristics of Crisis Management Plan

- Should be made in the presence of all executives.
- Every member of crisis management team should have a suggestion in the plan.
- Should take into account all identified problem areas and suggest a possible solution for all of them to help the organization come out of crisis as soon as possible.
- Make sure the plans are realistic and solve the purpose of saving organization's reputation and name.

10 components in CMP :

1.Risk Analysis:

- ▶ Identifies potential issues and crises that would disrupt your business function and/or processes.
- ▶ Work with members of leadership, your crisis response team, and other key stakeholders to begin **listing all relevant threats and vulnerabilities that could impact the organization.**
- ▶ Such as a natural disaster, a cyberattack, a loss of utilities, a technology failure, the death of a CEO, workplace issues, a financial crisis, an operational accident, and a product failure.

2. Activation Protocol:

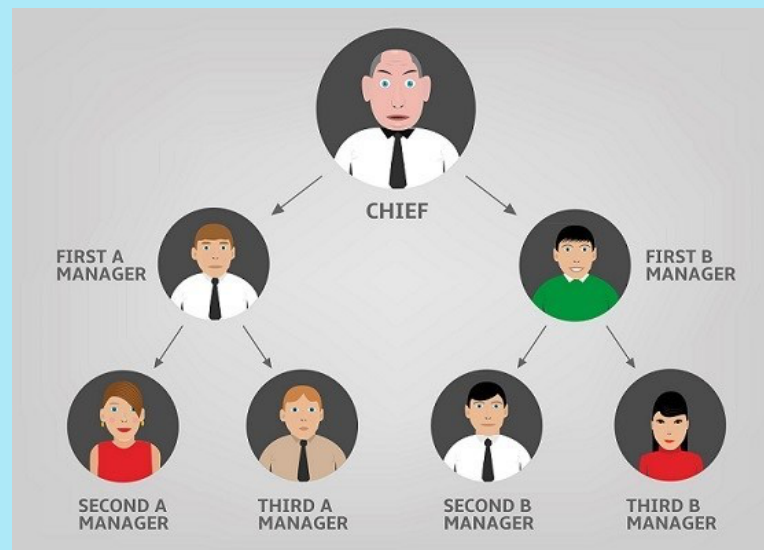
- ▶ Using levels of urgency as your criterion, define the circumstances that activate a particular crisis response.
- ▶ Explain how to escalate that response, in the event that a crisis turns out to be more serious than it first appeared.
- ▶ The protocol **should direct how to respond and, establish some type of communication that signals the end of a crisis.**



PROTOCOL

3.Chain of Command:

- ▶ Should be cleared **who has final authority and who reports to whom.**
- ▶ There should be no question as to who is in charge of what, who will speak to the media, and who can take time away from their regular work to focus on the situation at hand.



4. Command Center Plan:

- ▶ Determine **what will serve as the base of operations for the team** during a crisis.
- ▶ In addition, indicate what supplies and utilities the team will require. In the event that the first command center is unavailable.



5. Response Action Plans:

- ▶ Perform detailed **planning around how you will respond to various scenarios.**
- ▶ This planning **includes assigning responsibility for each task.**



6. Internal Communication Plan:

- ▶ Create systems and backup methods for members of the crisis management team to communicate with each other.
- ▶ Collect contact information for all team members as well as anyone they might need to call upon, including outside consultants and experts.
- ▶ Such as using a notification provider to send texts and automated calls or implementing a method for your employees to check in and report their safety and whereabouts.

7. External Communication Plan:

- ▶ Define **plans for communicating with the public and key external stakeholders.**
- ▶ Appoint a spokesperson.
- ▶ Write detailed instructions, including whom you will notify (e.g., media outlets in a particular geographic area).



8. Resources:

- ▶ Think about **everything the crisis management team might need**, Information resources will be especially important in a time of crisis.
- ▶ These resources include many kinds of stakeholder agreements, including union contracts, maps of facilities, timelines, flowcharts of key processes and procedures, supplier contracts, benefits information, and more.



▶ **9.Training:**

- ▶ Practice will help the crisis team become comfortable with their individual roles and work together.
- ▶ Make sure to stay current by doing regular training.
- ▶ In addition, **provide training to other staff members based on their particular jobs**, such as showing a warehouse manager how to use a fire extinguisher, explaining to a production associate how to stop an assembly line, or teaching an executive assistant how to respond to a media phone call.



10.Review:

- ▶ Create a structured review process in order to schedule regular follow-up check-ins regarding the plan.
- ▶ As your business or the risk environment changes, you will need to update your crisis management plan. After an actual crisis, the team should analyze what went well and what did not.
- ▶ Identify important lessons, and implement any necessary changes.

10 Elements of a Crisis Management Plan

1

Risk analysis

A study of the most likely crises you will face

2

Activation protocol

Triggers for your crisis response

3

Chain of command

Lines of authority for crisis management

4

Command center plan

A base of operations for the crisis response

5

Response action plans

Detailed plans for the actions you will take

6

Internal communications

Systems for crisis team, externalizations and information sharing with employees

7

External communications

A plan for communicating with media and the public

8

Resources

Information, equipment, supplies, outside advisors to have available

9

Training

Plans for practicing the crisis response

10

Review

Procedures for updating the plan and analyzing crisis response

2
4

4/6/23

CRISIS MANAGEMENT CHECKLIST

X	ITEM	ASSIGNED TO	DATE ASSIGNED	DATE DUE	DATE COMPLETED
	Take action to contain the crisis, to the best of your ability.				
	Contact all necessary emergency contacts and response teams.				
	Identify the type of crisis and the responsible actions to take.				
	Coordinate with the designated crisis management team to determine next steps.				
	Assess the scope of the crisis.				
	Contact the media and all other appropriate channels who should be made aware of the crisis.				
	Contact all other key audiences, like stakeholders, shareholders, board members, remote team members, third-party vendors, etc.				
	Start putting your recovery plan into action.				
	Assess how the crisis was handled and update your crisis management plan accordingly.				

Crisis Management Plan Checklist



- Does your plan reflect your organization's mission and values?
- Do you have measures to identify crisis warning signs?
- Do you have the contact information for all members of the crisis management team, as well as those for key advisors, stakeholders, and support services?
- Do your crisis scenarios represent a range of the most probable emergencies for your organization?
- Have you identified core response action elements?
- Have you mapped the response actions to the crisis scenarios?
- Have you planned for crisis communication?
- Is there a clear chain of command in the crisis team?
- Have you established a signal to communicate when a crisis has occurred and when the situation is all clear again?
- Does your crisis plan include procedures for assessing the severity of an event and its impact?
- Have you included the training and plans that you need to update?
- Have you identified and set up a command center?
- Have you identified and obtained all the necessary back-up resources?

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Q & A

