

Effective Crisis Management: Grace Under Pressure

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| WHAT IS A CRISIS?

- ⚠️ Large-scale, unexpected, serious negative developments
- ⚙️ Threatens credibility, reputation, and existence of a business
- 🚒 Examples: Product contamination, refinery fires, federal investigations



THE ESSENCE OF MANAGEMENT



Minimize Damage

Act swiftly to reduce impact under extreme time constraints and pressure.



Beyond Survival

It goes beyond "putting out fires"—it requires strategic foresight and planning.



Cultivate Success

Turn potential disasters into success through execution and adaptability.

| A MESSAGE TO LEADERSHIP

“ *Overconfidence and a lack of imagination fuel denial. Planning and humility are the only shields against the inevitable.* ”

— Management Strategy Principle


STAGES OF CRISIS MANAGEMENT




IDENTIFYING POTENTIAL THREATS


 Natural disasters & accidents

 Strikes, boycotts, & picket lines

 Product liability crises

 Government & FBI investigations

 Business crises (Suppliers, hostile takeovers)

 IT failures and cyber breaches

THE CORE CRISIS TEAM



Key Personnel

CEO/Team Leader: Strategic decision maker

General Counsel: Legal safeguards

CFO & Compliance: Financial & regulatory integrity

PR & Marketing: Reputation management

HR & IT: Internal & infrastructure support

CRISIS TEAM ESSENTIALS



Info Cards

Laminated contact lists and redundant phone trees for immediate access.



Crisis Central

A dedicated, equipped meeting place with independent communications.



Relationships

Pre-established ties with law enforcement, media, and regulators.

THE WRITTEN CRISIS PLAN

Category	Required Documentation
Contacts	Emergency employee lists & direct stakeholder phone lines
Background	Company fact sheets, safety history, & certifications
Public Relations	Pre-verified media lists & response procedure cards
Maintenance	Records of practice drills & quarterly review logs

PHASE II: RESPONSE

"Decisiveness and honesty are the foundations of survival."



COMPARATIVE CASE STUDIES

Intel Pentium Crisis

Ignored initial customer complaints regarding chip flaws. The result was a PR disaster and massive financial loss.

Lesson: Never minimize customer concerns.

J&J Tylenol Crisis



Proactive total recall and honest communication. They regained 95% market share rapidly.

Lesson: Put the customer first always.

CRISIS ACTIONS

- 🎤 Select **ONE** primary spokesperson
- 📣 Issue an official statement quickly
- ⚖️ Be honest—avoid all speculation
- ☰ Assign priorities and notify stakeholders



PR STRATEGIC GUIDELINES

DO

Put customer safety first

Deal only in verified facts

Develop a unified core statement

Be accessible and prepared

DON'T

Stay silent or say "No Comment"

Speculate or assign external blame

Attempt humor or minimize severity

Lie or mislead the public

NOTIFICATION HIERARCHY

1

NOTIFY ASAP

- ✓ Crisis Team & Senior Mgt
- ✓ Those directly affected
- ✓ Board of Directors

2

NOTIFY AS PRACTICABLE

- ✓ Media & Regulators
- ✓ Employees & Customers
- ✓ Insurance Carriers

Preparation is Key

Crises are inevitable. Decisiveness, honesty, and a customer-first approach ensure long-term survival and credibility.

Thank You for Your Attention.

IMAGE SOURCES



<https://publicintegrity.org/wp-content/uploads/2018/11/Anacortes.jpg>

Source: publicintegrity.org



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Source: www.jnj.com



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