

# CRISIS MANAGEMENT CHECKLIST



## DEVELOP CRISIS RESPONSE PLAN

- Determine possible crisis situations
- Assess impact to the organization if crisis occurs
- Identify how negative impact of crisis can be mitigated



## FORM CRISIS RESPONSE TEAM

- Legal counsel
- Decision maker
- Spokesperson
- Internal communications manager
- Others as needed



## PRACTICE CRISIS RESPONSE PLAN

- Train response team to be ready
- Make changes as needed



## USE CRISIS RESPONSE PLAN (IF NEEDED)

- Activate response team as quickly as possible
- Implement crisis response plan
- Be flexible and make changes if needed



## IF CRISIS RESPONSE PLAN IS USED, CONDUCT SELF-ASSESSMENT AFTER CRISIS

- Consider what worked and what did not work when the plan and team were activated
- Make changes to crisis response plan and team as needed



GOULD &  
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# CRISIS MANAGEMENT ADDITIONAL RESOURCES

**JENNIFER HOGUE, AVOIDING DISASTER:  
THE IMPORTANCE OF HAVING A CRISIS PLAN**

<http://iml.jou.ufl.edu/projects/spring01/hogue/>

**LAURA LEWIS, *PRACTICAL STRATEGIES FOR DEVELOPING  
A CYBER-INCIDENT PLAN*, BUS. L. TODAY, AUGUST 2016**

[www.americanbar.org/publications/blt/2016/08/cyber\\_center.html](http://www.americanbar.org/publications/blt/2016/08/cyber_center.html)

**DAVID WEINER, *CRISIS COMMUNICATIONS: MANAGING  
CORPORATE REPUTATION IN THE COURT OF PUBLIC OPINION*,  
IVEY BUS. J., MAR./APR. 2006**

<http://iveybusinessjournal.com/publication/crisis-communications-managing-corporate-reputation-in-the-court-of-public-opinion/>

**MICHAEL WATKINS, *YOUR CRISIS RESPONSE PLAN:  
THE TEN EFFECTIVE ELEMENTS*, HARVARD BUS. SCH.  
WORKING KNOWLEDGE, SEPT. 30, 2002**

[www.hbswk.hbs.edu/item/your-crisis-response-plan-the-ten-effective-elements](http://www.hbswk.hbs.edu/item/your-crisis-response-plan-the-ten-effective-elements)

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