



How to manage Crisis

Crisis communications in the last decades

The difference between yesterday, today and tomorrow

Hans-Gerd Bode



Crisis Communications

Crisis in the time laps of the last decades

Operate crisis in the same scheme?

What is different in the era of social media?

Reputation loss

Crisis as a chance















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Crisis management and the role of communications

Key ideas

A crisis can affect the productivity and profitability of an organization
Crisis happen quickly and unexpected

The key to managing a crisis is to be prepared

Good communication can make the difference between a well managed or a badly managed crisis



They can happen so quickly, that companies loses control and have difficulties regaining the initiative.

Crisis involve many stakeholders - staff, investors, customers, the media, shareholders

The loss of control leads to confusion, with everyone trying to find out what happened, where the crisis is going and who has been affected. One danger is, that decisions and statements may be made based on incomplete information

A crisis is likely to cost the company a lot of money – either to put something right, or to rebuild, or to pay in fines or insurance



The 10 Steps of Crisis Communications

Anticipate Crises

Take Responsibility, Be Proactive – Transparent - Accountable

Seek First To Understand The Situation

Get Ahead Of The Story

Remember To Be Human, First Apologize - Then Take Action

Identify and Know Your Stakeholders

Develop Holding Statements

Finalize and Adopt Key Messages

Adjust Your Monitoring System

Have New Stories Ready To Repositon Your Company



Lessons to be learned

There is less public anger if the company is seen to be doing the best they can

Communication is vital to let people know

- What has happened**
- What the company is doing about it**
- How the company feels about it**

It's often thought to be a sign of weakness to say ,sorry' or to show regret. But that's what the public wants to hear and it makes them willing to forgive