



CRISIS COMMUNICATIONS
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TODAY'S PRESENTERS



Tom Speaks

Master of Political Science
University of Akron

20 years of experience in Communication,
Leadership Development and Strategic Planning

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CRISIS COMMUNICATION

The good, the bad
and the how to



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TOPICS COVERED TODAY

- ✓ What is a brand?
- ✓ What is a crisis?
- ✓ Crisis vulnerabilities.
- ✓ Proactive plans to mitigate these vulnerabilities.
- ✓ Key elements of a crisis communications plan.



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THE PRIMARY STATEMENT



THE HEALTH, SAFETY AND WELLNESS



OF THOSE WE SERVE



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IS OUR PRIMARY MISSION.



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ALL TOGETHER!



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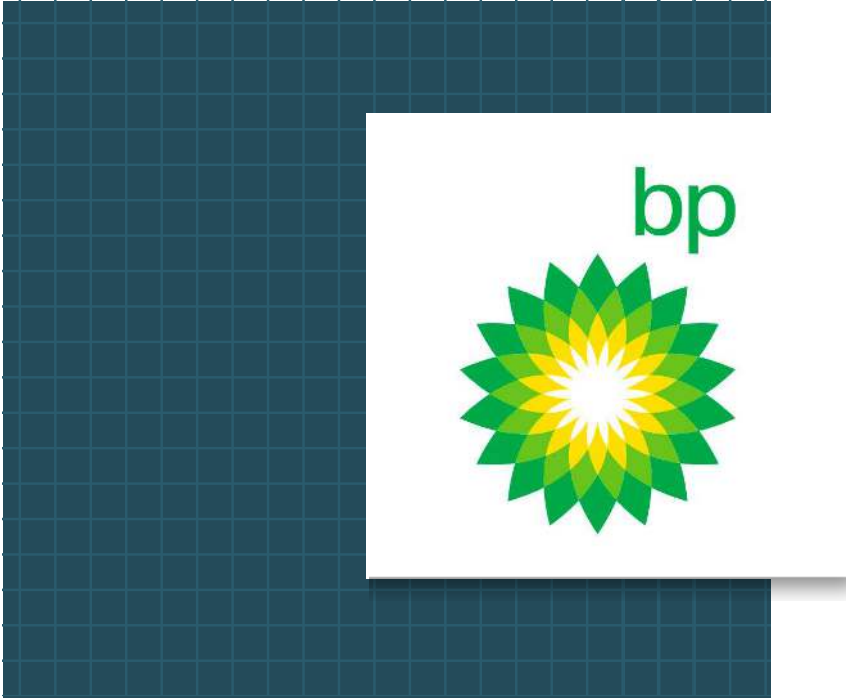
What is a brand

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A BRAND IS

- ✓ Experience
- ✓ Interaction
- ✓ Emotional Connection



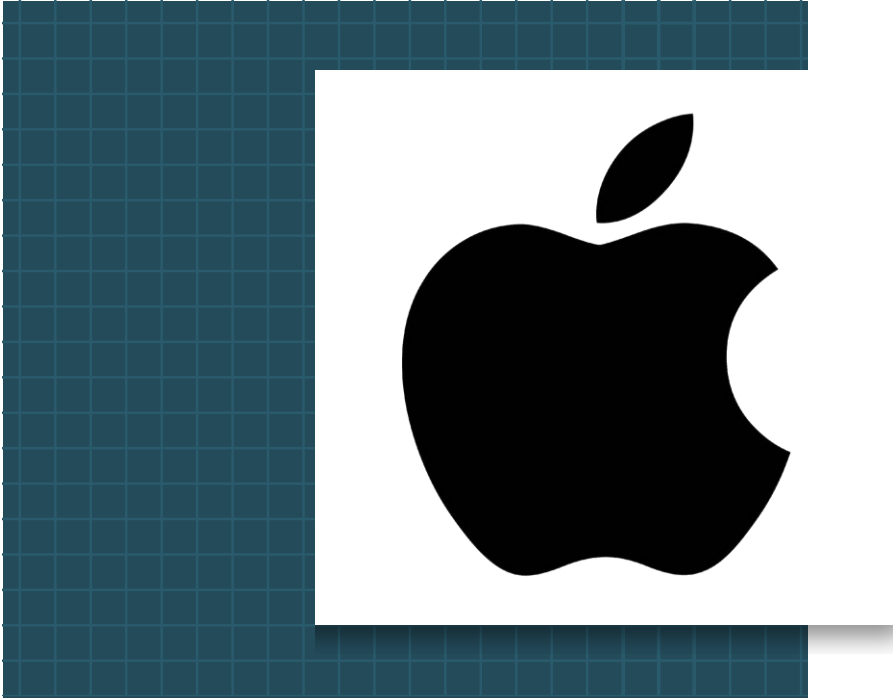


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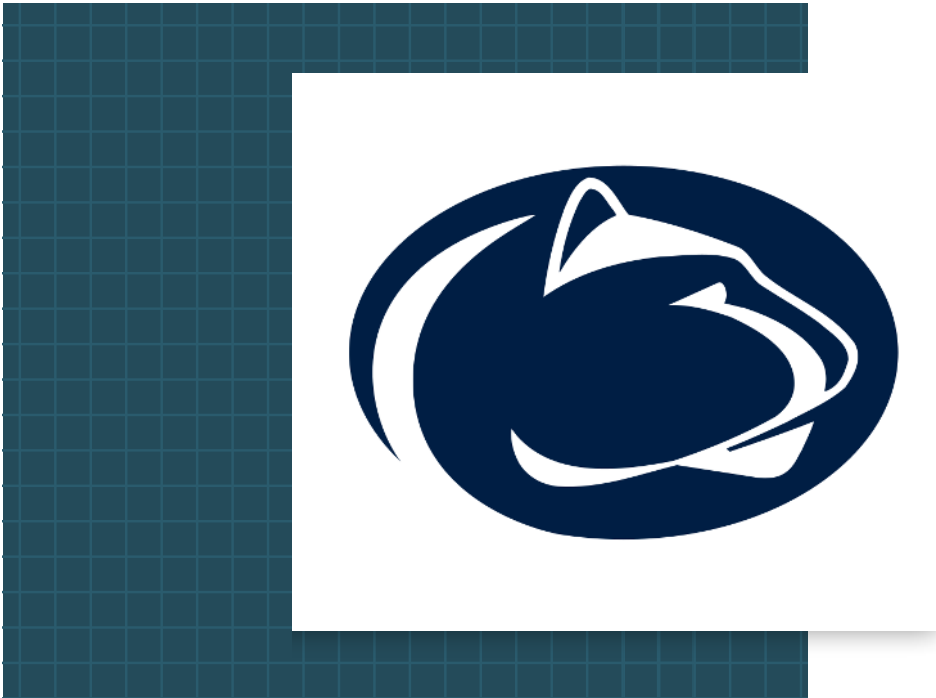


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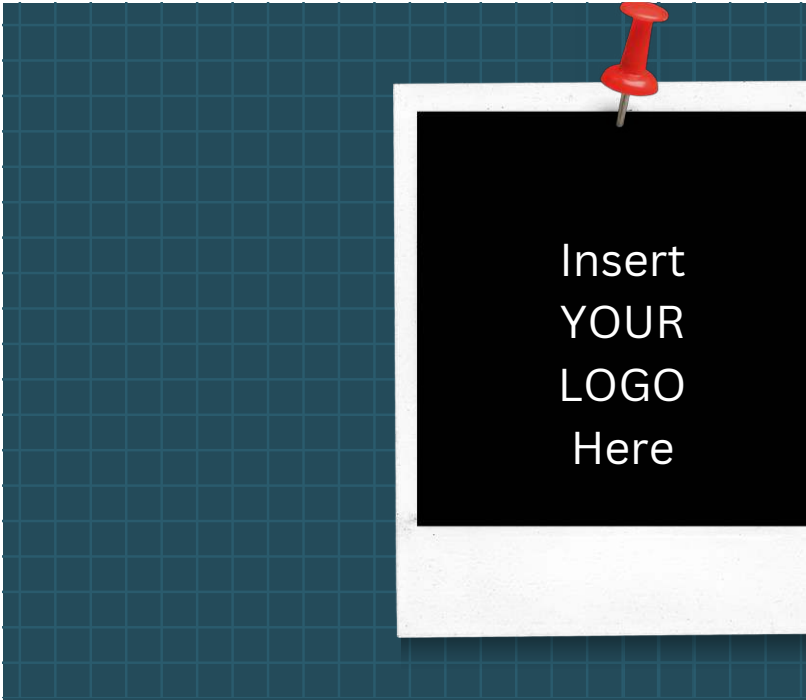


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WHAT IS A CRISIS?



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A CRISIS IS...

- ✓ An assault upon trust
- ✓ An unforeseen tragedy
- ✓ Damage to reputation and image

Planning, Preparing and Rebuilding:
Establishing a Guideline for Crisis Management



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WHAT IS CRISIS COMMUNICATION?

- ✓ Preparation
- ✓ The Crisis Event
- ✓ Rebuilding the Trust



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PREPARATION

- ✔ What's your plan?
- ✔ Who is the designated media spokesperson?
- ✔ Has the spokesperson been trained about the media? How?
- ✔ Should you get the word out?
- ✔ How are you going to get the word out?
- ✔ Messaging pre-development strategy?
- ✔ Establish a leadership culture with a "crisis instinct"



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Presentation Daily News

Preparation Means Having a
Dedicated Spokesperson, IGPR Says



**Impact Group says you must know
"Who is the spokesperson?
Who are backup spokespersons?"**



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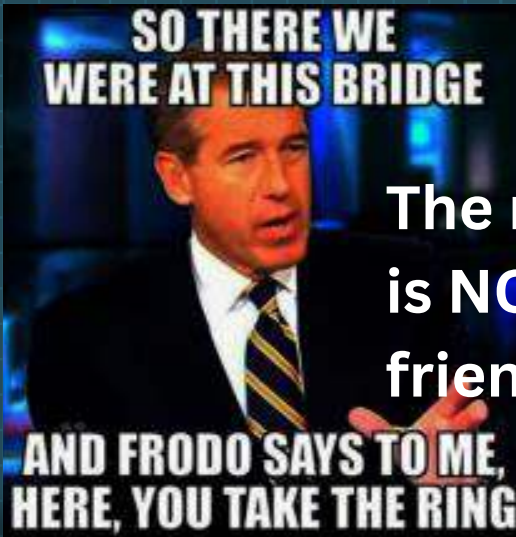
MEDIA TRAINING TIPS



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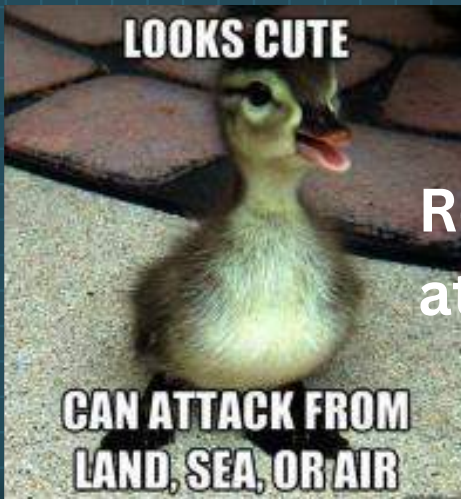
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The reporter is NOT your friend!



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Reporters will come at you three ways



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YOU ARE NOT ON THE STAND



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State Random Facts



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Leave the
camera
running



29



Attracted to life



30



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***MESSAGING
PLANNING***



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HOW ARE YOU GOING TO GET THE WORD OUT?

- ✔ Who disseminates the information?
- ✔ What mediums do you have in place to broadcast that information?



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THE ABSOLUTE LAW OF CRISIS COMMUNICATION

Your audience WILL NOT tolerate inaction and the natural reaction is to defer

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"FRAME THE DEBATE"

Don't allow another source to FRAME the story

Whoever frames the debate, wins the argument



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THREE SIMPLE POINTS

- What happened?
- What are we doing about it?
- When another update can be expected?



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LAYER ONE
THE PRIMARY
STATEMENT



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LAYER TWO
WHAT HAPPENED?



LAYER THREE
WHAT ARE WE
DOING ABOUT IT?



**LAYER FOUR
NEXT UPDATE?**



**LAYER FIVE
THE PRIMARY
STATEMENT**





YOUR TURN TO "FRONT" A CRISIS!

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BUILDING A CRISIS INSTINCT

Establish a leadership culture with a "crisis instinct"



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THE CRISIS EVENT

- ✓ Consult Plan
- ✓ Safety
- ✓ Notification of oversight body – staff – etc...
- ✓ Determine appropriate response
- ✓ Go public
- ✓ Evaluate crisis communication efforts



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WHAT DO YOU DO?



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REBUILDING TRUST

Trust
=
Relationship

*Relationships are
fragile*



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REBUILDING TRUST

- ✓ Once the crisis event has occurred, you must begin to rebuild trust
- ✓ Trust is built by doing what you say you are going to do
- ✓ Establish and hit benchmarks
- ✓ LISTEN - Listening is therapeutic and helps others heal



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THE ESSENTIAL COMPONENTS OF CRISIS COMMUNICATIONS

- ✓ Preparation
- ✓ The Crisis Event
- ✓ Rebuilding Trust
- ✓ Your reality...



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**We are communication experts
for schools, cities, and boards of
developmental disabilities.**