



ASK AN EXPERT:

Communication Strategies to Effectively Navigate a Crisis

With author and expert Jeff Hahn



Introductions



Jeff Hahn

Author, Public Speaker, and
Communication Expert



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Agenda

1. The importance of an effective crisis communication strategy
2. How to control the narrative during a crisis
3. Common roadblocks and how to avoid them
4. Real-world examples and lessons learned




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A man and a woman are sitting at a desk in an office, looking at a laptop. The man is on the left, wearing a light blue shirt and a patterned tie, and the woman is on the right, wearing a light blue shirt and glasses. They are both looking at the laptop screen. The background shows a window with a view of a city. The text "How to Control the Narrative During a Crisis" is overlaid on the image in a large, white, sans-serif font.

How to Control the Narrative During a Crisis

Overcoming a Personal Crisis



Why Do You Need a Crisis Communication Strategy?

Because the question isn't *IF* a crisis will occur at your organization, it's *WHEN*.

Of the 1,400 organizations who had already faced a major crisis...

42%
said they were “in a better place” post-crisis

Why?

They had an effective crisis communication strategy in place. Some even reported revenue growth as a direct result of their management of a crisis.



19%
In a worse place

36%
In a similar position to pre-crisis

Assemble a Rapid Response Team



**Rapid Response
Team Coordinator
(RRTC)**



**Communication
Manager (CM)**



**Senior
Communication
Leader (SLC)**



**Deputy Chief
Decision Maker
(DCDM)**



**Legal
Council (LC)**



**Subject-Matter
Experts**



**Chief Decision
Maker (CDM)**

The Rapid Response Team Plan

The plan should contain five elements

1

Principles

Define the way the RRT agrees to work together

2

Activation

Specify the sequence for activating the RRT

3

Incident Inventory

Imagine which crises could strike your brand and categorize them

4

Preset Messaging

Pre-define statements for each imagined crisis

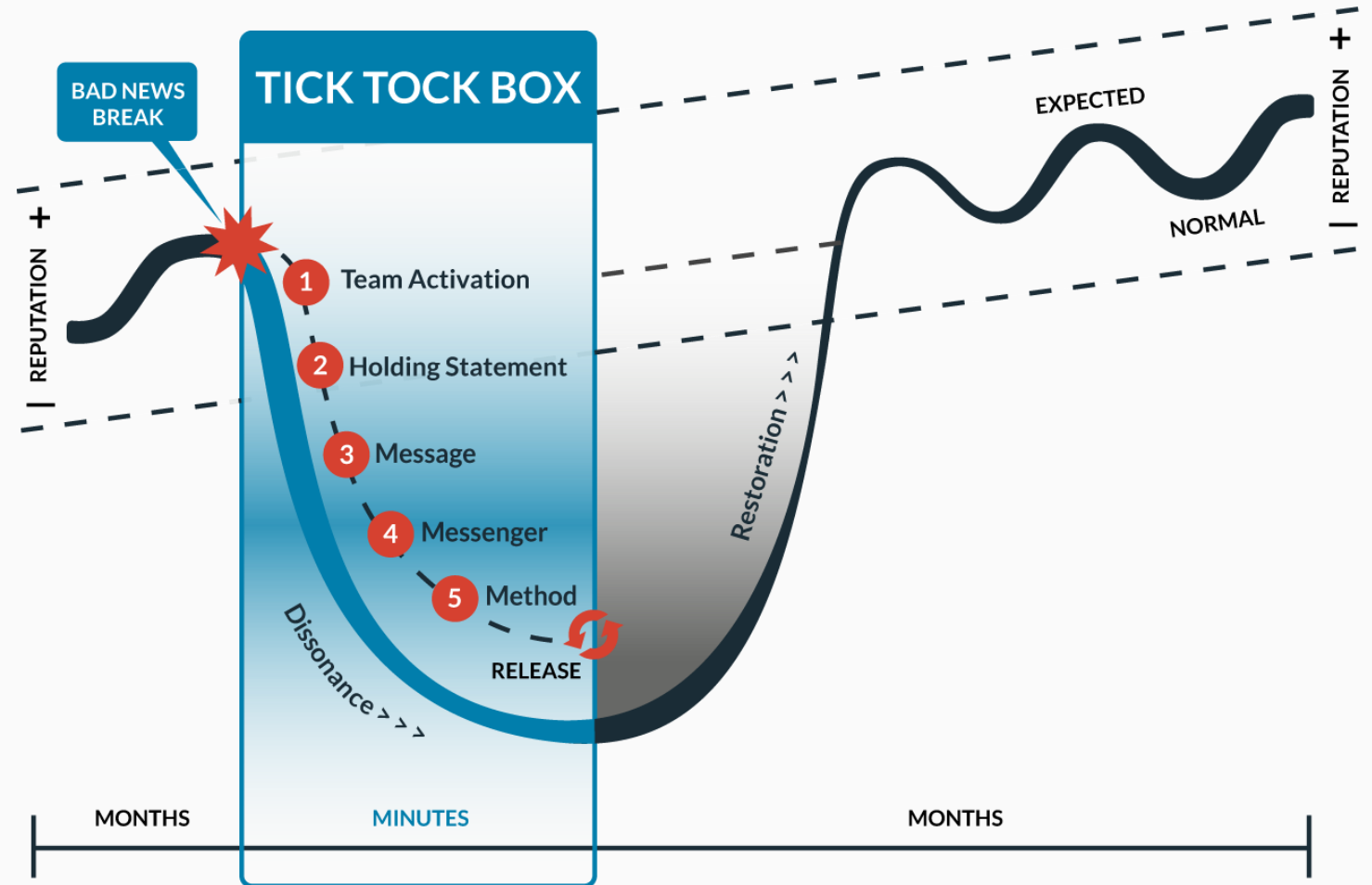
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Channel Inventory and Passwords

Compile all important assets

The Reputation Dissonance Model

How to navigate a bad news break in 120 minutes



Internal Crisis Communications

Guiding Principles



**Employees are your
biggest brand
ambassadors**
and first line of defense



**Design protocols
to inform
employees first,**
then external audiences



**Remind employees
not to respond
to inquiries**
or speak/post about the
crisis



Key Takeaways

1. There is no “fixer” in a crisis.
2. Options are better than answers.
3. Pressurized situations are the worst environment to make complicated decisions.



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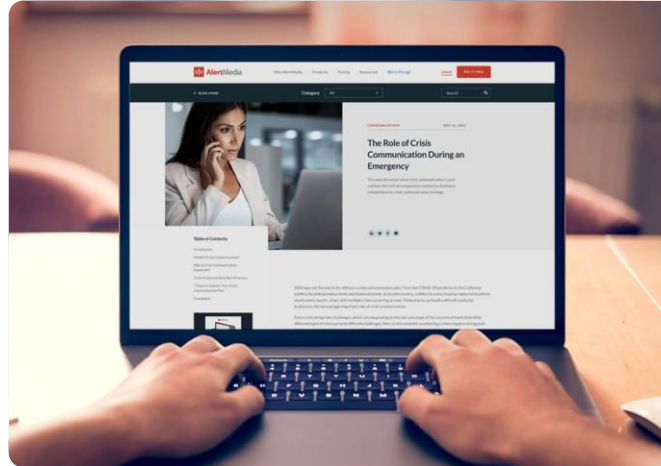
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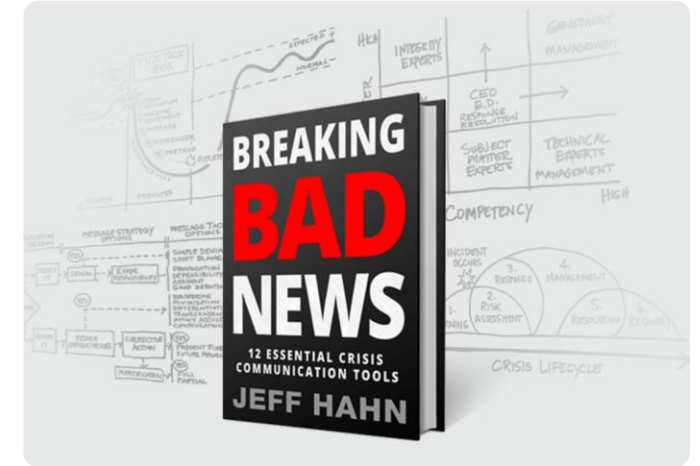
Additional Resources



The Employee Safety Podcast



Blog: The Role of Crisis Communications



Jeff's Book and Website

Contact



 **Jeff Hahn**



 **Peter Steinfeld**

Thank You

