

# HELPFUL HINTS FOR CRISIS MANAGEMENT



## BREATHE

You can't think clearly if you are panicking. Also, you cannot project a sense of calm and control if you are not calm and in control.



## GATHER THE FACTS

The worst thing you can do is have a knee-jerk reaction and say something you will later have to retract or walk back. You need to know the facts before you determine what you can say and when you can say it.



## TAKE ACTION & BE TRANSPARENT

Adopting a bunker mentality, hiding the facts, or being opaque will only hurt you. You won't have all the information right away and that is ok. Disseminate what you have, when you have it (confirmed) and proceed from there.



## GET AHEAD OF IT

You don't want to be on defense. Once you have the facts – or even a fact that can shed light on what happened – share it, so you are not reacting, but being proactive, transparent, and accountable.



## OWN IT

Take responsibility and be humble as you are doing so.



## DON'T FUEL THE FIRE

Don't make it worse. Don't speculate about possibilities. Be measured and responsible in your response.



## KEEP IT SHORT

Don't use 50 words when 35 will suffice.



## PREPARE

Most crises can be anticipated.