

Crisis Communications

An organisation's ability to conduct business can be severely compromised by a crisis.

Poorly managed or acute crises can have immediate, devastating, and long-term impacts on the organization's stock, reputation, productivity, and business development programmes.

Clement's Crisis Communications team can participate in the preparations for a crisis and develop communications on potential critical incidents or issues.

The team can work with existing emergency response procedures and operations as follows:

- Encourage measures to minimize and control the consequences of an incident with timely and accurate draft written materials
- Protect the client's credibility and reputation by managing media, political and public perceptions of it
- Inform employees quickly and fully
- Enhance stakeholder (including investor) confidence
- Maintain the coherence of the company's issue management process

Clement's Crisis Communications Procedure has seven steps in sequence for effective crisis management.

1: Notification

2: Creation and activation of Crisis Communication Team

3: Gather information

4: Assessment of situation

5: Develop / review communications programme and core messages

6: Communicate with key audiences

7. Review and audit programme

Not every issue becomes a crisis, and many crises occur without any warning but once a crisis occurs, reputation and markets can be put at risk.

Crisis communications need to be managed appropriately and they require the involvement of the local, regional or global management teams appointed to manage the crisis.

The key operational role of communications needs to be reflected in the team that is managing the crisis.

How to do it?

Effective crisis communications is dependant on early knowledge and clear lines of management in the team managing the crisis, with a transparent role for those directing and creating the communications internally and externally.

It is essential that the following is in place in the country organisations:

- Practical, action-oriented, thorough and well-tested crisis management procedures.
- Roles and responsibilities – individuals are properly trained.
- A fast decision-making process that includes communications inputs.
- Clear and effective internal and external communication.
- An effective media strategy, with well-trained spokespersons.
- Appropriate facilities.

The causes of a crisis are often found inside the organisation. So are the solutions. Contact Clement Write Right now for a discussion about your crisis preparations.