

CASE-BY-CASE CRISIS COMMS: TEAM READINESS

Review this checklist with your board, leadership and anticipated core crisis team as you prepare.

ASSESSMENT

Assess the situations you've experienced and expect to experience. Identify situations that are surprising or uncomfortable but not crises. Begin crisis planning for situations that may affect health and safety, your organizational finances, and your organizational reputation (focusing on reputational threats that will create barriers for your ongoing or effective work).



STARTER KIT

Be prepared to face the most likely crisis situations to emerge: ones of safety, finances and reputation. Consider how you will take the following steps before, during and after the crisis.



Before

- **Safety:** Identify contacts and turn contacts into relationships. Ensure reviews and inspections are happening. Apply insights from reviews to daily practices. Consider information you're sharing with audiences. It's establishing a cultural contract.
- **Finance:** Engage experienced practitioners. Have and review regular reporting. Demonstrate the course-correction you're applying as you learn from audits and reports.
- **Reputation:** Establish clear and regular communications with your audiences. Identify community leaders/priority audiences for your information. Share information as transparently as possible and own mistakes you may make. Celebrate work alongside your priority audiences.

During

- **Safety:** Activate your crisis team and the messengers who have trusted relationships with priority audience members.
- **Finance:** Share details as appropriate, own the problem and identify how you will address it.
- **Reputation:** Establish clear and regular communications with your audiences. Identify community leaders/priority audiences for your information. Share information as transparently as possible and own mistakes you may make.

After

- **Safety:** Reset relationships with priority audiences. Update practices and share updates with priority audiences. Engage in intentional trust-building (community discussions, meetings, etc.).
- **Finance:** Make staff adjustments as needed. Identify approaches for regular reporting and information sharing.
- **Reputation:** Establish clear and regular communications with your audiences. Identify community leaders/priority audiences for your information. Engage in ongoing discussions, celebrations and connections.

EXPANSION SET

Consider the places where crises may emerge. Determine how spotting them will help you identify crisis scenarios you may face, where you may need to engage and support peer organizations and where a crisis could create conditions for you to speed progress on a topic you care about. There are many ways to view the spheres where relevant activities could emerge, and these spheres will provide you with a starting point for your thinking.



SPOTTING

Identify the approaches you'll use to spot potential crises. These may include news alerts, social listening and sharing across your peer network. Determine who will be the point for spotting and sharing details across your organization.



PREPARING

After reviewing these details with your organization's leadership, craft a crisis plan for the scenarios your organization is most likely to face. Refer to the Case-By-Case Crisis Comms Starter Plan to guide your work. We recognize crises as case-by-case situations with varied details and specifics, and you can be ready to face them.

