

## **PLAN IN ADVANCE TO HANDLE CRISIS COMMUNICATIONS**

Businesses should develop at the minimum a comprehensive communications plan in advance to handle any type of crisis. Organizations in a crisis fare better if they have plans in place.

Otherwise, businesses will be wasting too much time rushing around trying to get organized if they don't have a plan.

A business could lose valuable time simply getting up to speed on developing a communications plan. Such a plan should incorporate the CEO, president, legal counsel, communications and investor relations personnel, among others.

In addition, it is critical to determine quickly the company's point person who will deal with the public and media. Those people must be appropriately trained in the media in advance. You don't want someone winging it.

One of the vital components to success is message discipline and message consistency.

Businesses, like humans, suffer from self-delusion. There must be a calm voice of reason and reality in dealing with any crisis.

When investigating a situation that could turn out to be a crisis for a business, top executives should ensure that the right people are conducting the investigation and that the inquiry has the right scope to dig down to understand what really happened.