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Petey Parker & Associates
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Petey Parker & Associates

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Crisis Management: Activating a Plan of Action

It's not if, it's when.

Crisis can ~~strike~~ any company at any time. The key to survival is first understanding how a crisis can impact your employees, customers, suppliers, property, reputation and bottom line. Next, developing a plan of action can help your organization mitigate damage and develop trust with your customers and target audience.

In last month's Two Minute Tip we revealed [3 steps to help your organization develop a comprehensive readiness program](#). This month we are focusing on how to set-up a command center and how to activate your Crisis Management Plan (CPM).



Below are some features of a Crisis Management Plan:

- Create an outline of how you will identify and evaluate the disaster
- Identify your Crisis Management Team and their individual responsibilities
- Develop an outline that helps Executive Managers and their alternates react to the crisis in a consistent manner
- Have contact lists of internal and external stakeholders
- To control media interaction, create guidelines to communicating to the public

[Crisis Management Stats](#)

We all hope it doesn't happen to us. But, what if it does? Do you have a Crisis Management Plan to assist your organization?

For more details on our customized [crisis management programs](#) contact us at petey@peteyparker.com or visit our [website](#).

2 Minute Tips



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Petey Parker & Associates is a consulting firm specializing in leadership and personnel development. Leadership skills at all levels help the smallest to the largest companies attain the productivity, profitability, and strategic positioning

they aspire to have in the marketplace. Whether keynoting to a trade group or coaching a Fortune 500 CEO one-on-one, Petey Parker is a dynamic communicator. She listens, and then designs the perfect program to help organizations and their team perform at each person's best use and highest level.

Thanks for stopping by!

Petey Parker