



10 CRISIS COMMANDMENTS

1

BE 
PREPARED

Develop crisis management, emergency response and crisis communication plans with senior management. Designate a crisis management team.

MOVE 
FAST

Follow your emergency response plan and get things under control as quickly as possible. The first 24 hours will be the most critical. What you do the first day will drive everything that happens afterward.

2

3

DON'T
FREEZE 
OR FUSS

Set a plan and follow it. Don't be pushed off course by changing events or reactions.


FOR HELP WHEN
YOU NEED IT

Delegate tasks. You can't do two jobs at once when you're in crisis.

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5


CONTROL
THE FLOW OF
INFORMATION

Designate spokesperson(s) through whom you will channel all information and make sure everyone knows how to reach them.

GET TO 
THE MEDIA
BEFORE THEY GET TO YOU

Develop a fact sheet and update it on a daily/hourly basis. Distribute fact sheets to key audiences quickly.

6

7

TELL IT ALL
« AND »
TELL IT FAST

Hiding, holding back, refusing to talk or just delaying will send rumors flying beyond control.

DON'T
LIE 
DO CORRECT MEDIA ERRORS

If you don't know the answer, say you'll get back. Additionally, if the media reports something inaccurately, correct it promptly.

8

9

BE 
AVAILABLE

Establish a hotline system to handle all calls for information. Keep a careful record of all calls to help the crisis communications team manage situation.

THINK 
AHEAD

Prepare a damage control plan and put people to work on it immediately.

10