



# 10 CRISIS COMMANDMENTS

## 1

### BE PREPARED

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

## 2

### 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.

## 3

### DON'T FREEZE OR FUSS

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

## 4

### ASK FOR HELP WHEN YOU NEED IT

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

## 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.

## 6

### 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.

## 7

### TELL IT ALL TELL IT FAST

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

## 8

### 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.

## 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.

## 10

### THINK AHEAD

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