FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com

CRISIS MANAGEMENT

firstranker.com

MODULE 7

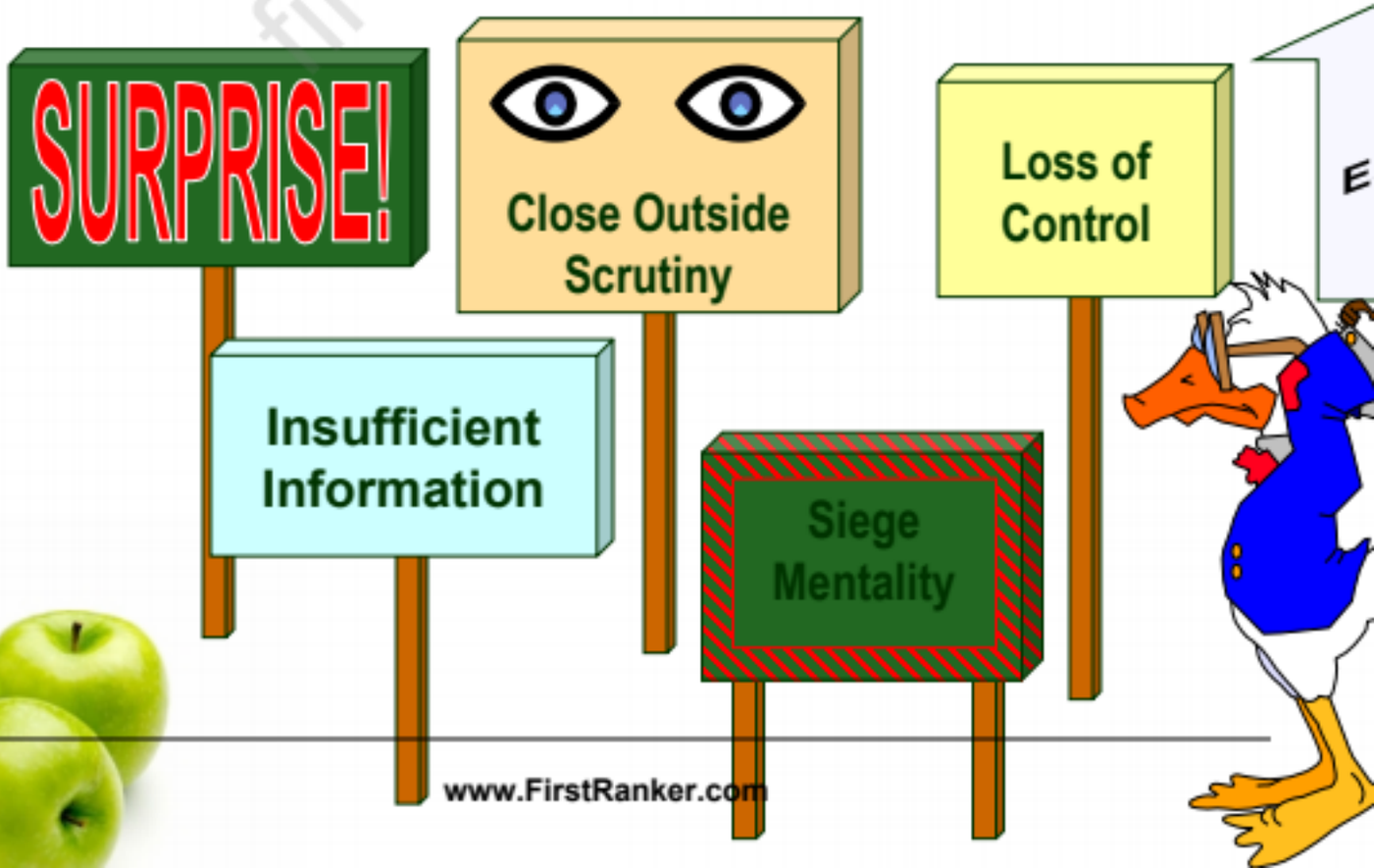


www.FirstRanker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com

MANAGING IN A CRISIS

Warning signs that appear with



www.FirstRanker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com

MEANING : CRISIS

A crisis may be defined as " any situation that is threatening or co threaten to harm people or prope seriously interrupt business, dam reputation or negatively impact s value".



www.FirstRanker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com

MEANING : CRISIS MANAGEMENT

Crisis Management is the process
which an organization deals with
major event that threatens to ha
the organization, its stakeholders
the general public.



www.FirstRanker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com

TYPES OF CRISIS

- Acts of god
- Mechanical problem
- Human errors
- Management decisions



www.FirstRanker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com

TYPES OF CRISIS

1. Natural Disaster : Tsunami
2. Technological crises : software failures
3. Confrontation : bycott of nike
4. Organizational Misdeeds : misconduct
5. Workplace Violence : strikes
6. Rumours : P & G logo controversy
7. Terrorist attacks/man-made disasters



www.FirstRanker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com

CAUSES FOR PR CRISI

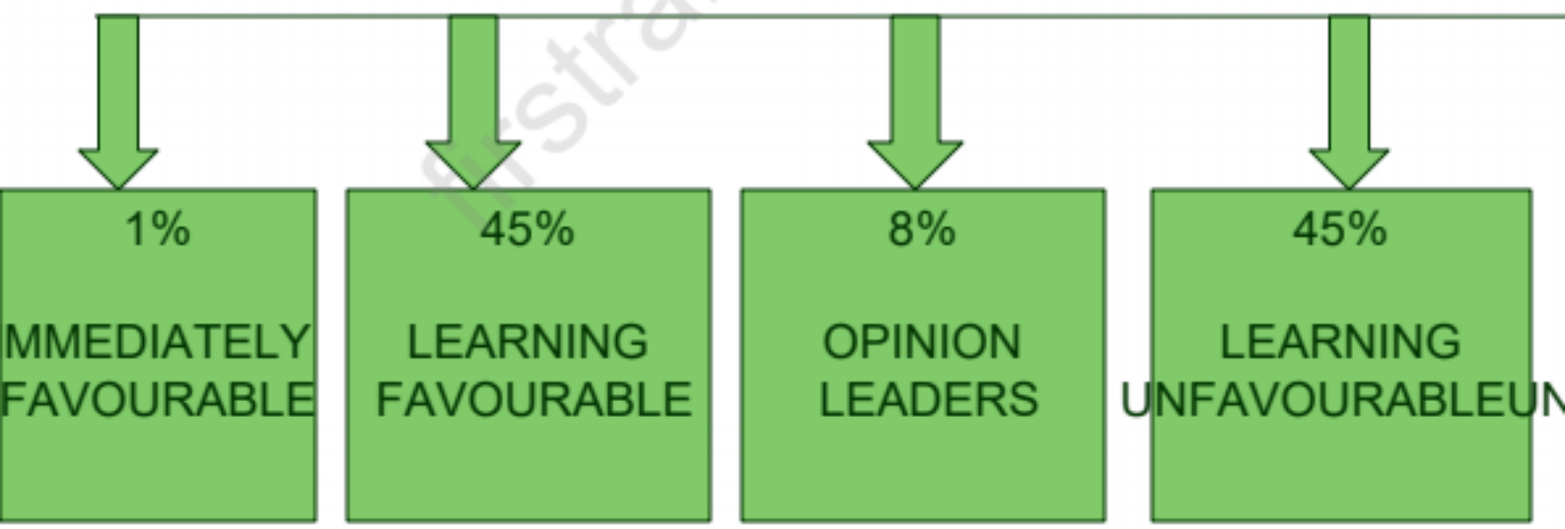
- Exterior of organization
- Interior of the organization



www.FirstRanker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com

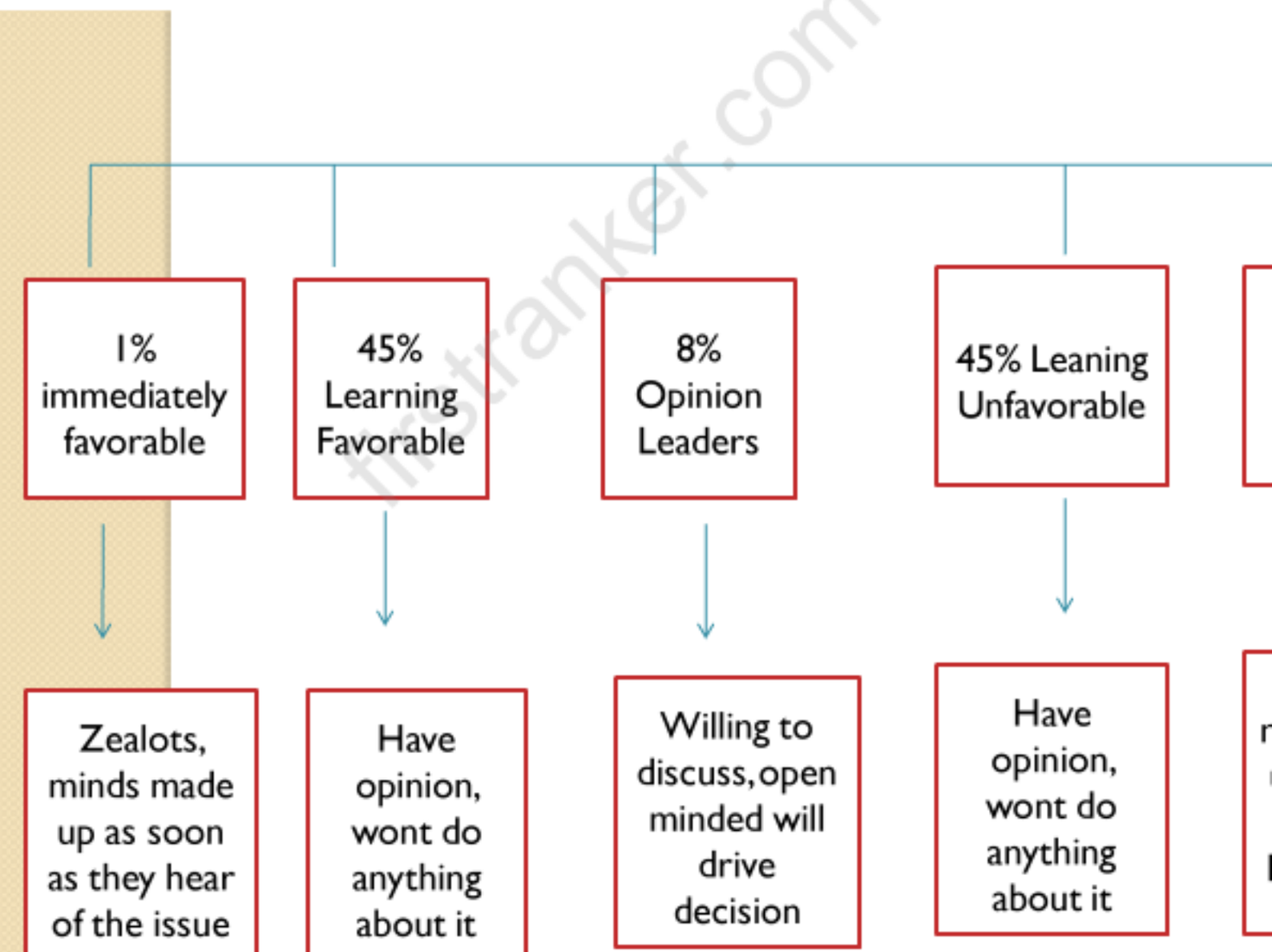
HOW PEOPLE TYPICALLY REACT TO THE ISSUES





www.FirstRanker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com



firstranker.com

www.FirstRanker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com

HOW PEOPLE TYPICALL
REACT TO THE ISSUES

1.Zealots, minds made up as soon as they hear of the issue(Immediately Favorable)

2.Have opinion won't do anything about it(Leaning Fav

3.Willing to discuss, open minded will drive decision(Opinion Leaders)

4.Have opinion won't do anything about it(Leaning Un

5.Zealots, minds made up as soon as they hear of the issue(Immediately UnFavorable)



www.FirstRanker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com

OBJECTIVE OF CRISIS M

- Identify the root cause
- Managing the information flow
- Understanding the adversary



www.FirstRanker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com

ROLE OF COMMUNICATION CRISIS MANAGEMENT

- OBJECTIVES OF COMMUNICATION
- 1) Information
- 2) Advice
- 3) Order
- 4) Suggestion
- 5) Persuasion
- 6) Education
- 7) Warning
- 8) Raising moral
- 9) Motivation

www.FirstRanker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com

ROLE OF COMMUNICATION I
CRISIS MANAGEMENT

firstranker.com

PRE - CRISIS

↓

AT THE BEGINNING OF THE CRISIS

↓

DURING THE CRISIS

↓

RECOVERING FROM THE CRISIS

↓

POST - CRISIS



www.FirstRanker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com

FUNDAMENTAL GUIDELI
FOR CRISIS MANAGEME

1.Do an objective assessment of the cause(s) of the cris

2.Determine whether the cause(s) will have a long term
or whether it will be a short - term phenomena.

3.Project the most likely course of events.

4.Focus all the most capable people (including yourself)
activities that will mitigate or eliminate the problem.

5.Look for opportunities - there could be a "silver lining"

6.Immediately act to guard cash flow.



www.FirstRanker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com

ADVANTAGES OF CRISI MANAGEMENT

- Helps to prepare for threat
- Take action immediately
- Enjoy competitive advantage
- Enhances reputation
- Reduces damage
- Financial loss
- Minimises panic



www.FirstRanker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com

DISADVANTAGES OF CRI MANAGEMENT

- Monetary cost
- Can distract organisation from co activities, targets and goals.



www.FirstRanker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com

THANK YOU



www.FirstRanker.com