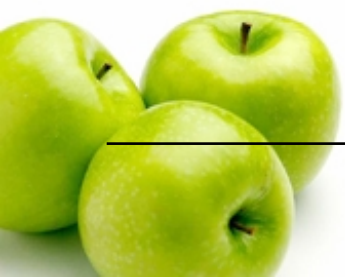


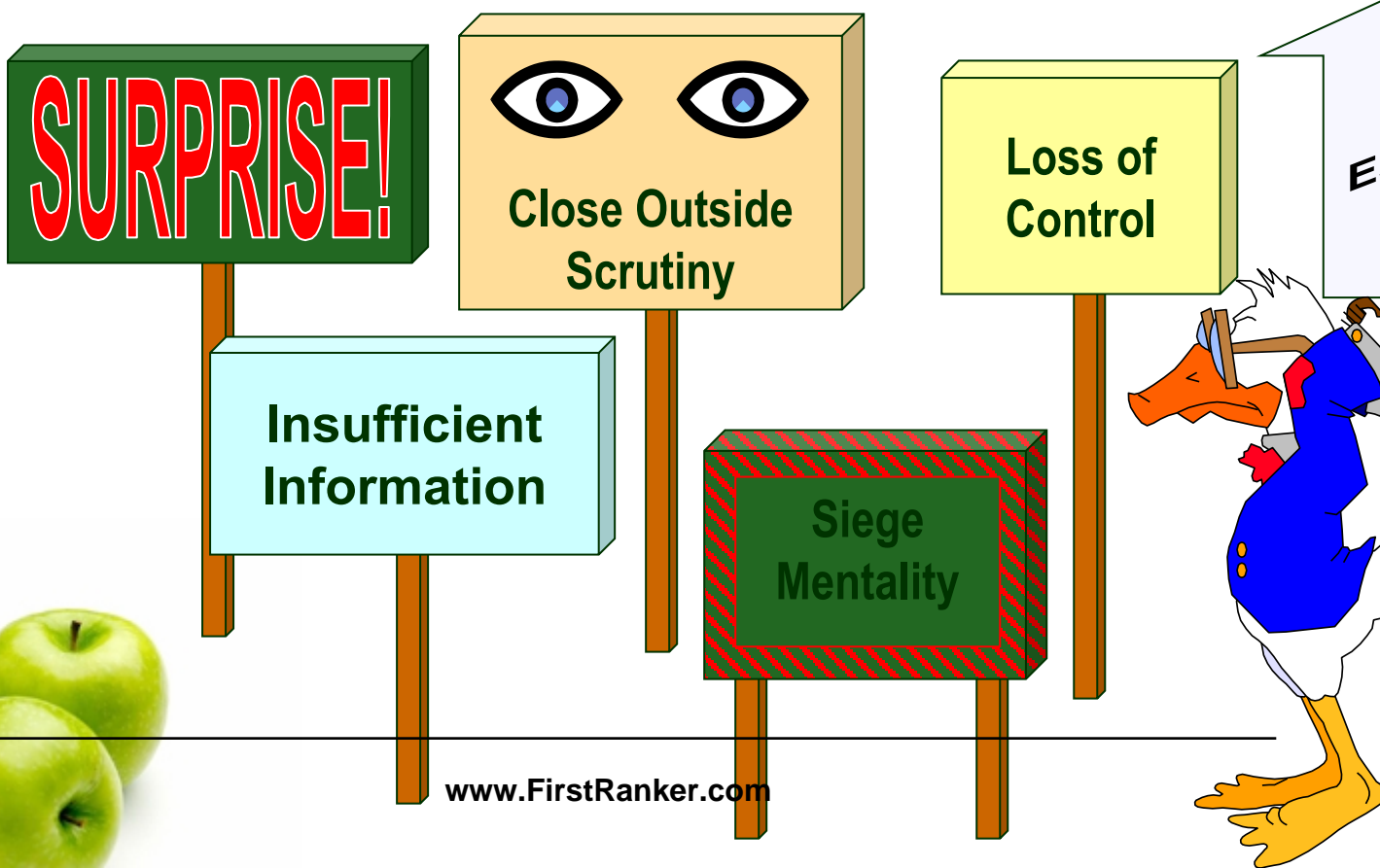
CRISIS MANAGEMENT

MODULE 7



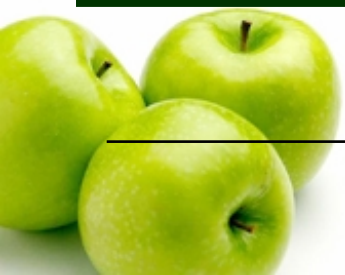
MANAGING IN A **CRISIS**

Warning signs that appear with



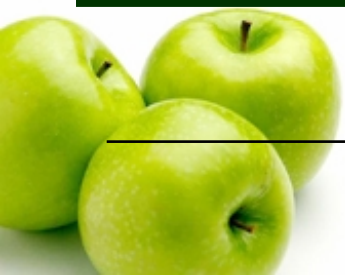
MEANING : CRISIS

A crisis may be defined as “ any situation that is threatening or could threaten to harm people or property, seriously interrupt business, damage reputation or negatively impact share value”.



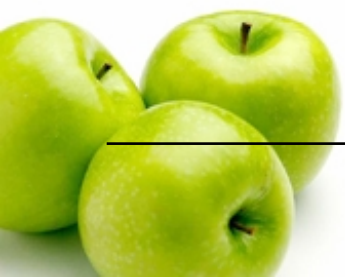
MEANING : CRISIS MANAGEMENT

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



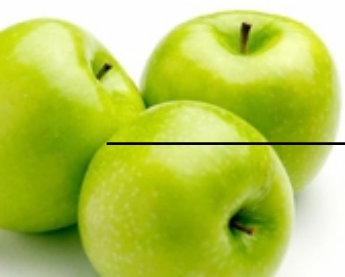
TYPES OF CRISIS

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



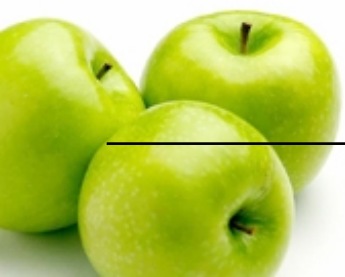
TYPES OF CRISIS

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

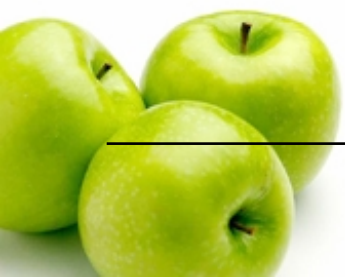
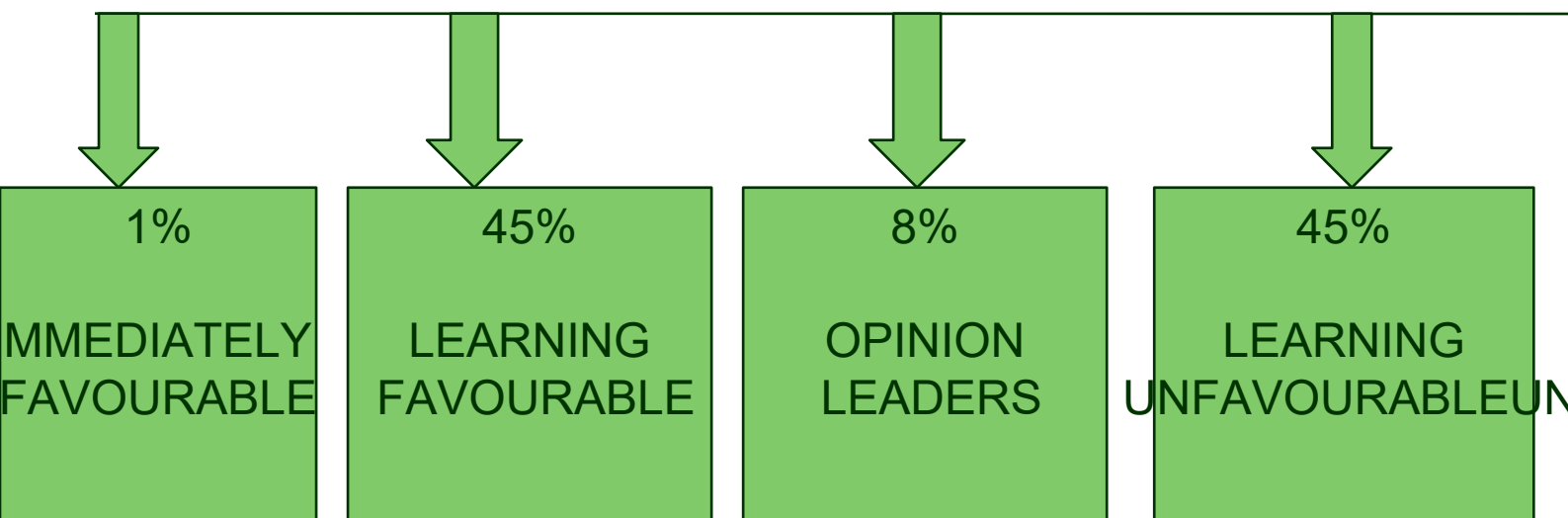


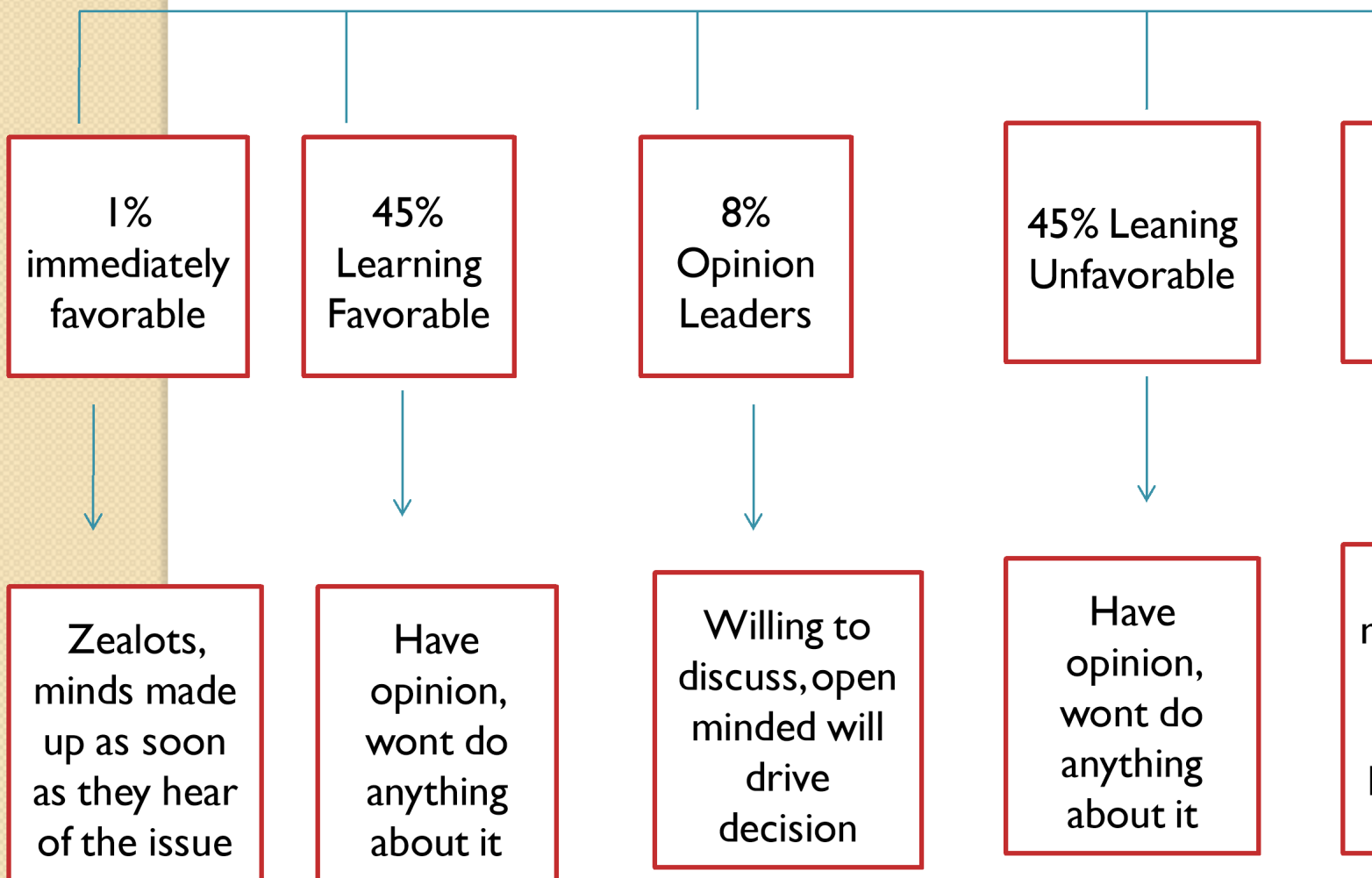
CAUSES FOR PR CRISIS

- Exterior of organization
- Interior of the organization



HOW PEOPLE TYPICALLY REACT TO THE ISSUES





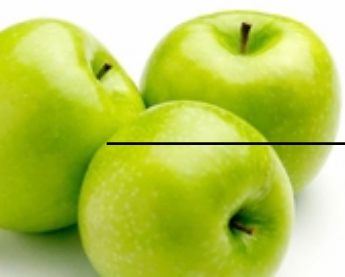
HOW PEOPLE TYPICALLY REACT TO THE ISSUES

-
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 Favorable)
 3. Willing to discuss, open minded will drive decision(Opinion Leaders)
 4. Have opinion won't do anything about it(Leaning Unfavorable)
 5. Zealots, minds made up as soon as they hear of the issue(Immediately Unfavorable)



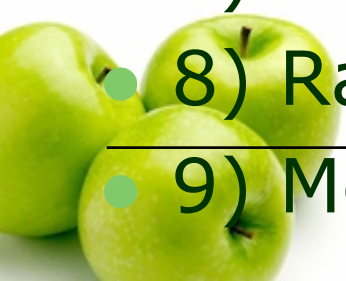
OBJECTIVE OF CRISIS M

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



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



ROLE OF COMMUNICATION IN CRISIS MANAGEMENT

PRE - CRISIS



AT THE BEGINNING OF THE CRISIS



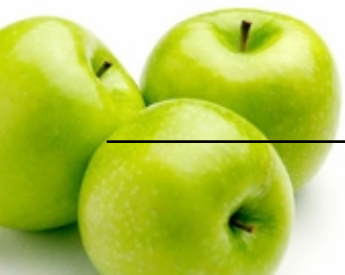
DURING THE CRISIS



RECOVERING FROM THE CRISIS

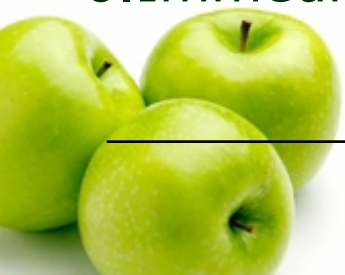


POST - CRISIS



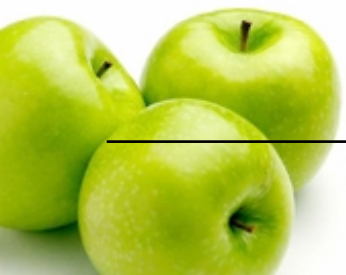
FUNDAMENTAL GUIDELINES FOR CRISIS MANAGEMENT

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



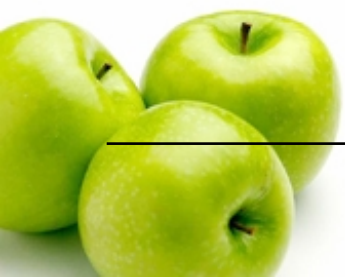
ADVANTAGES OF CRISIS MANAGEMENT

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



DISADVANTAGES OF CRI MANAGEMENT

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



THANK YOU

