

CRISIS RESPONSE PLANNING TOOL

Whether you're just starting your business from the ground up or are leading a large team across multiple silos, crises can and do occur – and often when you least expect them. Here's how to tackle the most common crises businesses face today.

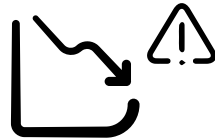


ORGANISATIONAL CRISIS

THE CRISIS: Misconduct involving staff, wronged customers, clients or other stakeholders

THE APPROACH:

- Consider the nature of the allegations
- Launch an investigation
- Conduct witness interviews
- Take appropriate action
- Communicate your findings to the parties involved
- If relevant, communicate your allegations to your wider team
- If relevant, manage any media coverage on the matter



FINANCIAL CRISIS

THE CRISIS: Negative cash flow

THE APPROACH:

- Seek short-term funding solutions to keep you afloat (e.g. loans, investors, debt recovery)
- Audit your current revenue streams to identify potential blockades
- Audit your business structure
- Develop a long-term recovery strategy in collaboration with a qualified accountant



TECHNOLOGY CRISIS

THE CRISIS: Malware/system breach

THE APPROACH:

- Suspend use of affected piece of software or hardware until the problem has been resolved
- Launch an investigation to find the cause of the problem
- Issue a statement if customer data has been compromised
- Upgrade your IT security accordingly to prevent future breaches



ENVIRONMENTAL CRISIS

THE CRISIS: Extreme weather conditions/natural disasters

THE APPROACH:

- Suspend trade
- Implement contingency plan
- Evacuate premises

5 STEPS TO BE PREPARED



Create a business continuity plan.



Delegate responsibilities for potential crises.



Outline communication tactics pre, during and post crisis.



Audit your business for potential weakness – and plug them.



Prepare statements and communication plans to maintain your business image and reputation.



For more advice on protecting and growing your business, [become a member](#) for free.