



Is Your Organization Prepared to Successfully Manage a Crisis?



A crisis can strike without warning, causing immediate stress, uncertainty and confusion for your organization and its stakeholders. How your organization responds to the situation will leave a lasting impact, shaping how your brand is perceived. Is your organization ready for the unexpected? Complete this checklist to find out.

Strategy

- ☐ A regularly updated crisis response and communication plan is in place that includes detailed scenarios for your organization's highest risk issues.
- ☐ Crisis simulations or drills are conducted at least once per year to practice and refine your crisis plan.
- ☐ The team understands the difference between an issue and a crisis as well as the escalation criteria and process to follow.
- ☐ The organization's values are defined, activated and used to guide decision-making.

Leadership

- ☐ There is a dedicated cross-functional crisis team with clear, documented roles and responsibilities.
- ☐ Managers and leaders have been trained to spot and report potential crises in advance.
- ☐ A designated media spokesperson has been identified and coached.
- ☐ Leaders consistently prioritize nurturing an organizational culture grounded in trust – before, during and after a crisis.

Tools & Resources

- ☐ Core key messages and template response communication materials have been developed and approved for use if needed.
- ☐ Monitoring tools and practices are in place to watch for warning signs, actively listen and gather real-time updates in a crisis.
- ☐ Priority stakeholders (internal and external) and preferred communication channels for immediate outreach are identified.
- ☐ Outside expert resource partnerships are in place and ready to activate.

A crisis response grounded in strategic communication has the power to reduce uncertainty, engage stakeholders, maintain trust and combat disinformation, helping your organization move forward stronger than before. Beehive's experienced team is ready to help you anticipate challenges and partner with you when the stakes are high.

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