

ARE YOU READY?  
#CRISISREADY

SHIFTING THE CONNOTATION OF THE WORD

# “CRISIS”

FROM **NEGATIVE** TO **POSITIVE**

The way an organization chooses to interpret the word “crisis” has a direct impact on the way the organization will approach crisis management and crisis preparedness.

What does the word “CRISIS” mean to your team?  
Does it have a positive or a negative connotation?



## A WINNING MINDSET AND APPROACH TO CRISIS

**C** Create opportunity to maintain and strengthen relationships with stakeholders;



**R** Respect and validate stakeholder feelings and sentiment towards the incident and the organization;



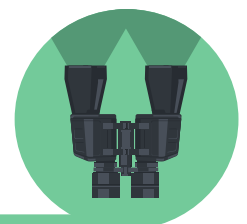
**I** Initiate corrective actions and behaviors to right wrongs and ensure such an incident never happens again;



**S** Show strong crisis leadership with timely, effective communications and emotional intelligence;



**I** Instigate a reassessment of your corporate culture, ensuring it has a dedicated focus on trust-building and real-time issues management;



**S** Sustain business and reputation by learning from mistakes made and continuing to put stakeholders first and foremost.

