

Crisis Ready Rules

By Melissa Agnes



If you don't **own the crisis**, the crisis will own you.

If you ask a question, be prepared for answers you don't like. If the question is important, **ask it anyway**.

Never launch a new product, campaign or communication without **assessing the potential risk**.

Greater trust instilled with stakeholders gives you the merited **benefit of the doubt** at the onset of a crisis.

You can't outrun the Internet. You have to **outsmart it**.

Always assume **there's video**.

Emotion always overpowers reason.

When in doubt, **focus on** (re)building and strengthening **relationships**.

You never know where you will be when crisis strikes. Ensure multiple **remotely accessible copies** of your program are **safely stored**.

A mistake can be forgiven. The appearance of a cover-up will not be.

A **legal strategy** is vital to dealing with a crisis, but it is **NOT the public face** of your response.

Social media is the gasoline, **not the fire**. (It can also be the smoke and **the rainbow**.)

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There is **no such thing** as a social media crisis.

The more you think you don't need a **crisis ready program**, the more desperately you **DO** need one.

Plans give you steps to follow; **programs strengthen your culture.**

No part of crisis preparedness or crisis management should happen in a **vacuum.**

No matter what happens to the ship, **the captain is always responsible.**

People above process and bottom line. **Always.**

One poor statement (or tweet) can **undermine** an entire crisis management **strategy.**

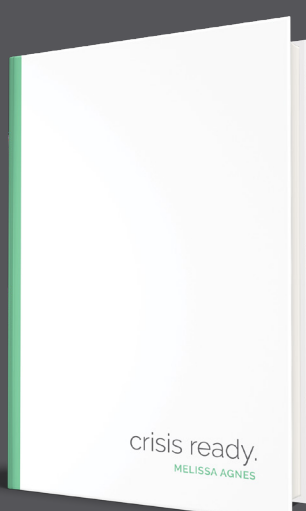
When it comes to in-crisis communication, **the press release is dead.**

The longer you take to **effectively respond** to a crisis, the more of a **Crisis Response Penalty (CRP)** you will suffer.

Just because an issue goes viral, **does not make it a crisis.**

A crisis for one organization **does not automatically translate** into a crisis for another.

Successful crisis management requires **effective action and communication** to happen **simultaneously.**



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Taken from the book *Crisis Ready – Building an Invincible Brand in an Uncertain World*, by Melissa Agnes.

For more information visit melissaagnes.com