

The Crisis Ready Model

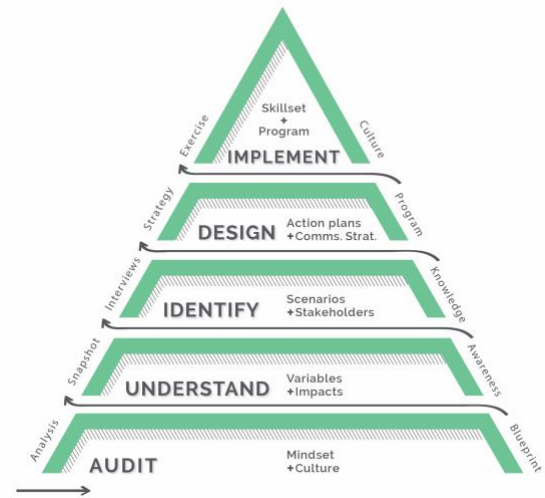
By Melissa Agnes

Crisis Ready objective

The goal of being crisis ready is to have a culture where your entire team knows how to:

- ✓ Identify rising risks in real-time;
- ✓ Quickly and appropriately assess the potential impact of that risk on your organization; and
- ✓ Respond in a way that increases stakeholder trust and goodwill in your brand—making your brand INVINCIBLE.

Following is a high-level description of each phase of the Crisis Ready Model. For more information on these phases, visit melissaagnes.com or order Melissa’s book, *Crisis Ready—Building an Invincible Brand in an Uncertain World*.



Audit: your organization’s current mindset and culture

The audit phase is about analyzing where your organization currently sits on the crisis ready spectrum, with the aim of crafting a blueprint of strategic next steps towards building an INVINCIBLE brand.

Understand: the different variables and impacts

The blueprint created in the audit phase gives a clear snapshot of the level of internal education required. The goal is to build a consistent baseline of understanding and awareness for everyone who will be involved in developing and implementing the crisis ready program.

Identify: your high-risk scenarios and stakeholder expectations

The more in-depth your investigation into your organization’s current processes, culture, and requirements, the more practical your crisis ready program will be. That’s the point of this phase: to gather the data required to create a robust, scalable, and practical crisis ready program.

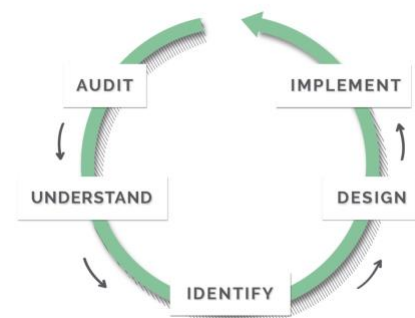
Design: your action plans and communication strategies

Having a program in place that’s scalable across all types of issues and crises enables you to be ready for the worst, but also allows you to excel at handling the minor issues, meaning you will always have a solid strategy no matter what arises.

Implement: the crisis ready program and skillset into the culture of your organization

This is where you proactively begin to implement the crisis ready culture by conducting simulations that are designed to test the program and strengthen your team’s issue and crisis management skills.

While there are five phases of the Crisis Ready Model, just because you’ve reached phase 5 doesn’t mean you’re done. Building, implementing, and maintaining your crisis ready culture requires an everyday, proactive commitment.





ABOUT MELISSA AGNES



Author of *Crisis Ready: Building an Invincible Brand in an Uncertain World*, Melissa Agnes is a leading authority on crisis preparedness, reputation management, and brand protection. Agnes is a coveted speaker, commentator, and advisor to some of today's leading organizations faced with the greatest risks.

As a strategic advisor and keynote speaker, Melissa Agnes has worked with NATO, Ministries of Foreign Affairs and Defense, financial firms, technology companies, healthcare organizations, cities and municipalities, law enforcement agencies, global non-profits, and many others, helping them understand risk and build invincible brands that can withstand even the most devastating of events. In 2015, she gave a TEDx talk in Los Angeles where she discussed the secret to successful crisis management in the 21st century.

Agnes is the editor of the Crisis Ready Blog, a contributor to *Forbes*, and a go-to source for the press, with recent coverage including *the Wall Street Journal*, *VIBE Magazine*, *USA Today*, and many others.

As a university guest lecturer, Agnes teaches crisis management in university courses around the world, including at NYU and McGill.