

THE **CRISIS READY™** FORMULA FOR MANAGING CONTROVERSIAL ISSUES



By Melissa Agnes

Controversies are amongst the most difficult types of negative events to manage effectively. Why? Because they are **emotionally charged situations that automatically segregate your audience**. Not to mention that, due to their emotional relatability, they present a high-risk for fast escalation and virality.

Furthermore, with our current societal climate—with everything from the *Me Too* and *Time's Up* movements, to society's collective stance against racial discrimination, and more—**controversial issues are an increasing high-risk scenario for many organizations**.

Fortunately, there is a **4-step Crisis Ready formula for effectively managing the majority of controversial issues**. Share this formula with your team prior to experiencing a controversy, and be ready to get ahead of this type of incident that threatens both high-velocity of reach, and long-term impact on your brand's reputation.



THIS FORMULA SHOULD BE USED

- When preparing for an inevitable or self-imposed controversy
- When managing an escalating controversial issue

Being crisis ready is a powerful initiative that builds brand invincibility. To learn more about becoming crisis ready and building an INVINCIBLE brand, visit melissaagnes.com.