



Where Do I Start?: Crisis Communications

Covid-19 is not the first crisis the world, or companies, have faced. Many organizations though act as if it is. And all too many seem not to have been ready for this crisis.

Why is that? Perhaps they thought they are "agile" or "flexible" enough to react to whatever happens.

So what can you do as a leader to be ready for the next crisis?

1. Accept that big crises can happen

No matter how much you may think you are in control and well-organized, a big crisis can hit at any minute. This could be a product recall, an explosion or death at a site, an attempted hostile takeover, or a global pandemic.

2. Be Ready

To prepare, you need to have the following in place:

- **Clear crisis plan:** Who, what, when, and where
- **Core crisis management team:** Must include the CEO and heads of communications, HR, legal and safety

3. Be Flexible

When a crisis hits, first stick to the plan. But if it is clear your plan doesn't work that well and your corporate response is less than stellar, then you need to adjust on the fly. This can be difficult or impossible for some companies, but you have to do it.

4. The CEO In Front

If this is a devastating crisis to the world or just your company, your CEO must be out in front. There are no excuses, which may include "oh our CEO doesn't like PR" or "our CEO wants to run things in the background" etc., I've heard everything. That won't cut it. The world, including your customers, will expect the CEO to be in front and present. Otherwise, you will just worsen your crisis as everyone wonders where the CEO is.

If you want to learn about how I can help you prepare for a crisis, let's have a conversation.

Contact me at [Erik S. Meyers Consulting](#)