

# CRISIS? WHAT CRISIS?

How to avoid making a drama out of a crisis

by

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# We can all spot a gaffe...

“The wrong type of snow”

“Leaves on the line”

“A good day to bury bad news”

“I would like my life back”

“Because it’s total crap...”

“Our customers are beer-swilling hooligans”

But what about us?...



# It couldn't happen here...could it?

## The harsh reality

- 80 per cent of businesses that suffer a crisis cease trading within two years
- 90 per cent of companies that suffer a security leak go bust within two years

But only...

- 40 per cent of UK businesses have a continuity plan to protect themselves

Why?



# Crisis? What crisis?

## Familiar responses...

- ❖ It couldn't happen here...
- ❖ Only affects large businesses...
- ❖ No one is interested in a business of our size...
- ❖ We never appear in the press... so who cares?
- ❖ We didn't see it coming...



# What matters most in business?

A survey of 500 US business leaders – the characteristics they cherished most:

- Reputation
- Trust
- Integrity
- Ethics
- Image
- Ability

*Character matters more than capability*

*The way we do business matters more than what we do*

*“It takes 20 years to build a reputation and five minutes to ruin it. If you think about that you'll do things differently”*  
- Warren Buffett

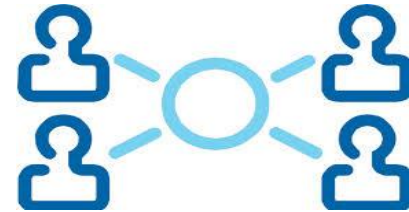


Source – Forbes

# Communication – The biggest challenge in business

## Most of us choose ...

- ❖ Speed and efficiency - manage the method - rather than
- ❖ Shape the quality of the message
- ❖ Should be - Message first, Method last
- ❖ To proactively plan, manage and maintain your reputation



# Hearts and minds connecting

A dual pronged approach to win:

- ❖ Minds – capability, delivery, skill
- ❖ Hearts – feel good factors, gut instinct, respect, credibility

Reputation

Trust

Integrity

Ethics



# Rationalise your raison d'être

Define your true purpose...

- ❖ What are you in the business of...?
- ❖ Your ethics and values? (how do you do business)
- ❖ Building reputation, trust, integrity and ethics in....?
- ❖ What will you need to do to maintain and defend it?

Reputation

Trust

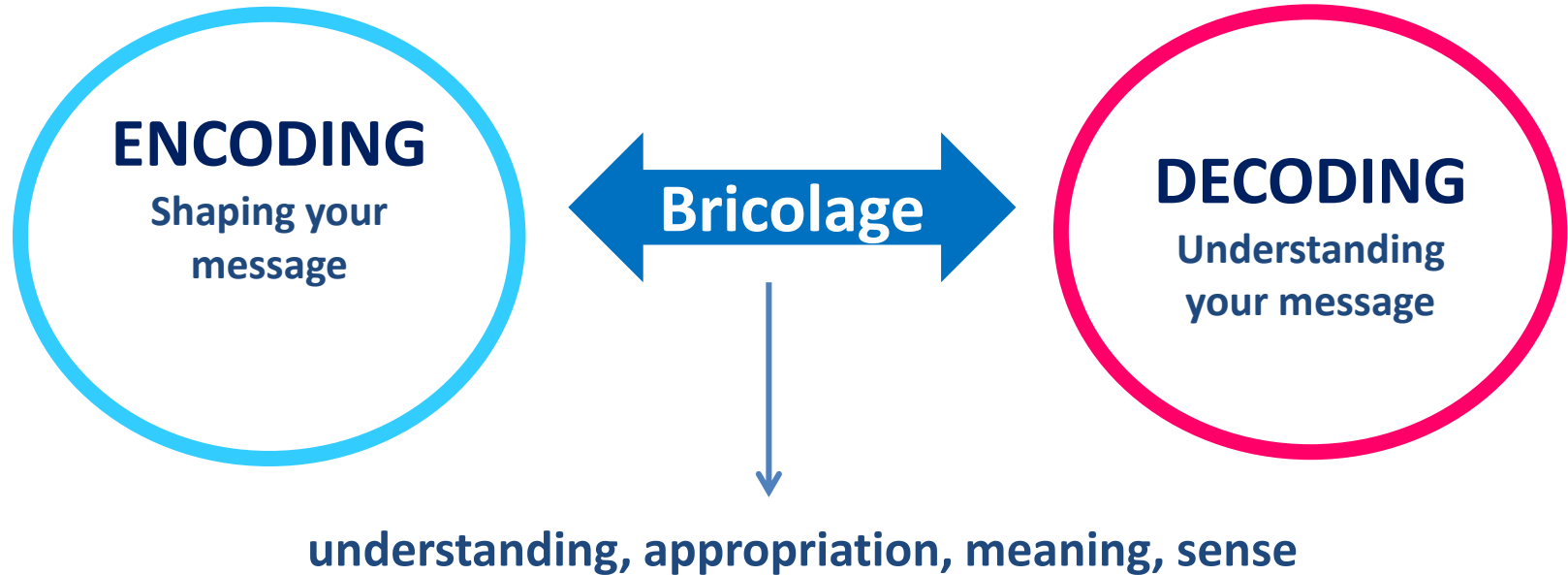
Integrity

Ethics





# Make sense – Get on message



# “No Comment” – no way

How can ‘no comment’ be construed?

- ❖ Guilty / shifty
- ❖ Something to hide
- ❖ Don’t care / not interested
- ❖ Can’t be bothered
- ❖ Irresponsible

Reputation

Trust

Integrity

Ethics



# Focus - on your target audience(s)

## Who matters most?

Reputation

Trust

Integrity

Ethics

**Life Partners**

**Employees  
Investors  
suppliers**

**Customers / the  
wider public**

**Media  
(inc. Social media)**

# Definition

## Nuance your message

To communicate with your audience(s) to

- ❖ Protect
- ❖ Maintain
- ❖ Enhance

...your reputation



# Surviving a crisis

## Tell it like it was...

- ❖ How you managed it
- ❖ Turned a negative into a positive
- ❖ How and why your character came through
- ❖ Involving your team... and extended network
- ❖ Plan and learn for the future

Reputation

Trust

Integrity

Ethics



# A sense of rightness

Sleeping soundly because

- ❖ You did the right things in the right way
- ❖ Protected and respected your reputation
- ❖ Focused on people that matter most
- ❖ Managed your crisis... acted responsibly
- ❖ Made yours... a crisis proof business

Reputation

Trust

Integrity

Ethics



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