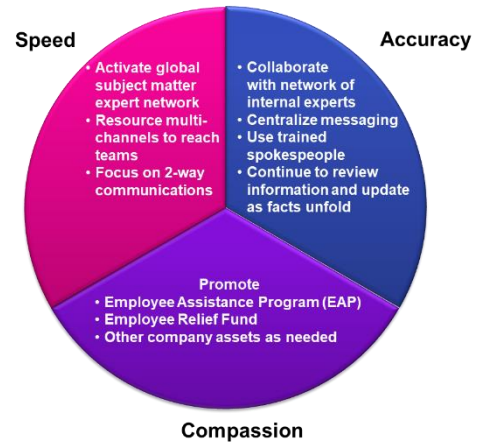# Planning for the Unplannable: Crisis Response
Internal Communication Tips

As you create your crisis response plan, remember: ***No two crises or incidents are exactly alike.***

To help you prepare for the unplannable, have your team ready to rely on established communication processes to assist the company in staying informed and focused during an incident or crisis.

- Consider your priorities: Your employees' health and safety and business continuity for your teams and your clients.
- Understand your channels and how you can optimize.
- Recognize some of your messages are informational and some may be action-required.
- Make sure you're ready to communicate and keep communicating.

"Adversity does not build character, it reveals it."
James Allen

Speed
- Activate global subject matter expert network
- Resource multi-channels to reach teams
- Focus on 2-way communications

Accuracy
- Collaborate with network of internal experts
- Centralize messaging
- Use trained spokespeople
- Continue to review information and update as facts unfold

Compassion
Promote
- Employee Assistance Program (EAP)
- Employee Relief Fund
- Other company assets as needed

Do	Don't
• Communicate consistently and honestly, balancing speed with reason	• Talk "at" your audience without listening and responding to them as this undermines trust
• Use an informational, conversational tone; stay true to brand values and tone of voice	• Use negative or "angry" language
• Keep employees informed through multiple channels – intranet, email, social, manager messages, etc.	• Volunteer information, unless it's a point the company wants to make and the question hasn't been asked
• Be clear when calling employee into action – who, what, when, why and how	• Idly speculate on the causes of the crisis
• Recognize that facts may be still unfolding and rechecking/updating of information is critical	• Attempt to cover up or purposely mislead your audience
• Consider a one-source of truth, whether it's a channel (i.e. intranet), one primary spokesperson, etc.	• Speculate on the resumption of normal operations or outside effects of the crisis
• Release only verified information and provide the facts that have been gathered from reliable sources and confirmed.	• Place blame for the crisis
• Share any external information internally	
• Understand what's internal can become external	
• When a mistake is made, admit it upfront and begin doing whatever is possible to re-establish credibility and confidence with all audiences	