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## Effective Crisis Communication

LSEC - BCM Seminar

 **Louise Knegtel MBCI, 11 December 2007**



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### Agenda

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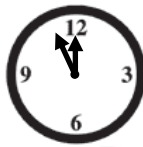
A lie gets halfway around the world before the truth has a chance to get its pants on.

Winston Churchill

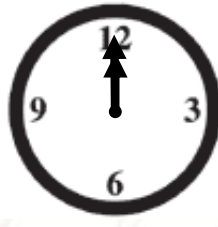
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 **Crisis Communication in the BCM Process**

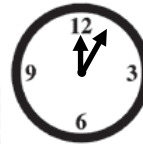
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*Pre Crisis*



*Crisis*



*After Crisis*

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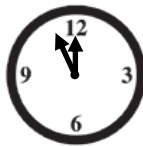
 **Crisis Communication in the BCM Process**

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Media relations

Issue management

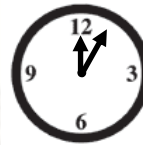
Stakeholder management



*Pre Crisis*

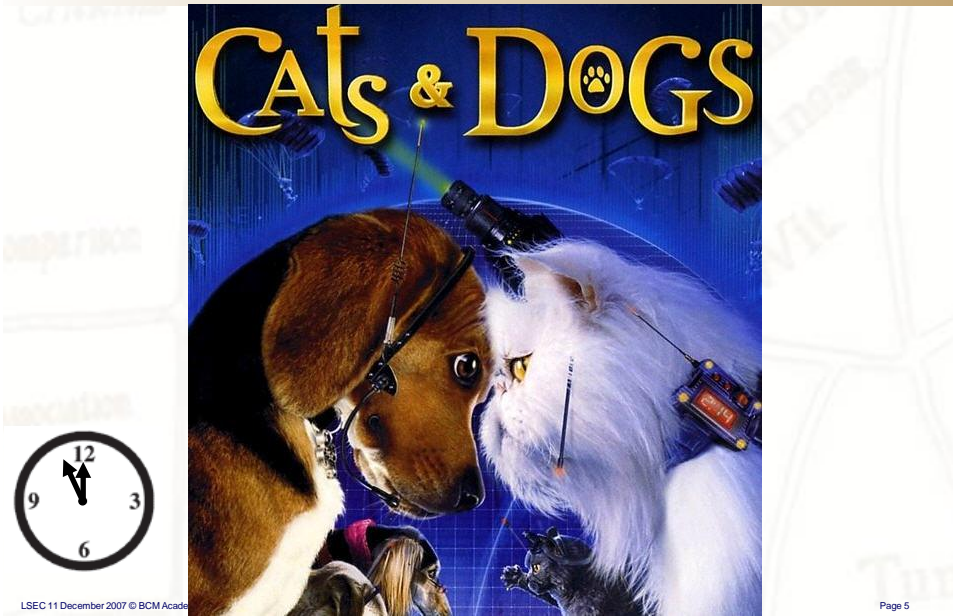


*Crisis*



*After Crisis*

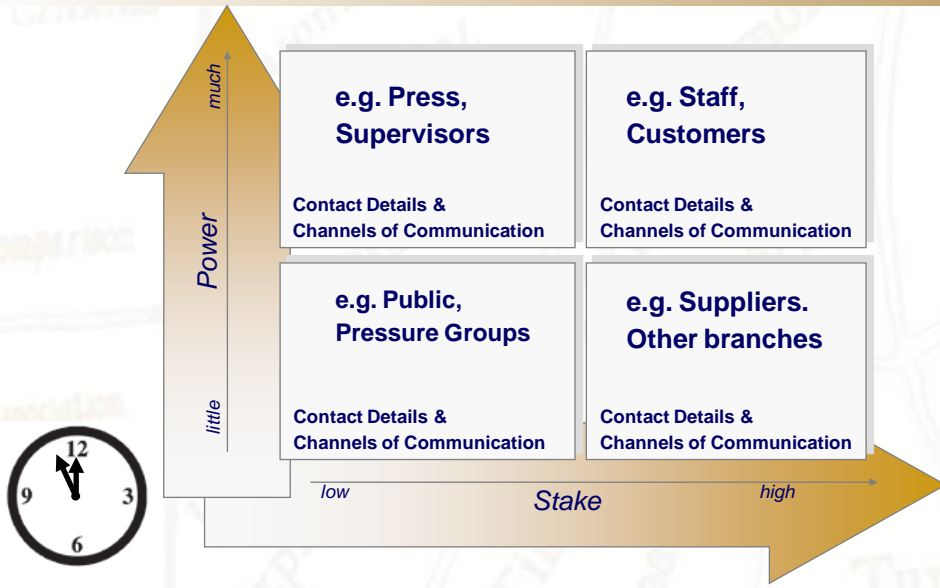
 **Pre Crisis: Media Relations**



 **Pre Crisis: Issue Management**



## Pre Crisis: Stakeholdermanagement

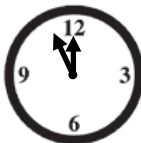


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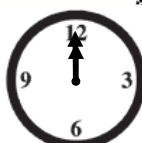
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## Crisis Communication in the BCM Process

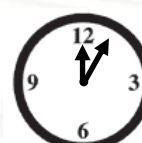
Media relations	Operational Crisis Communication
Issue management	Strategic Crisis Communication
Stakeholder management	Monitoring media



Pre Crisis



Crisis

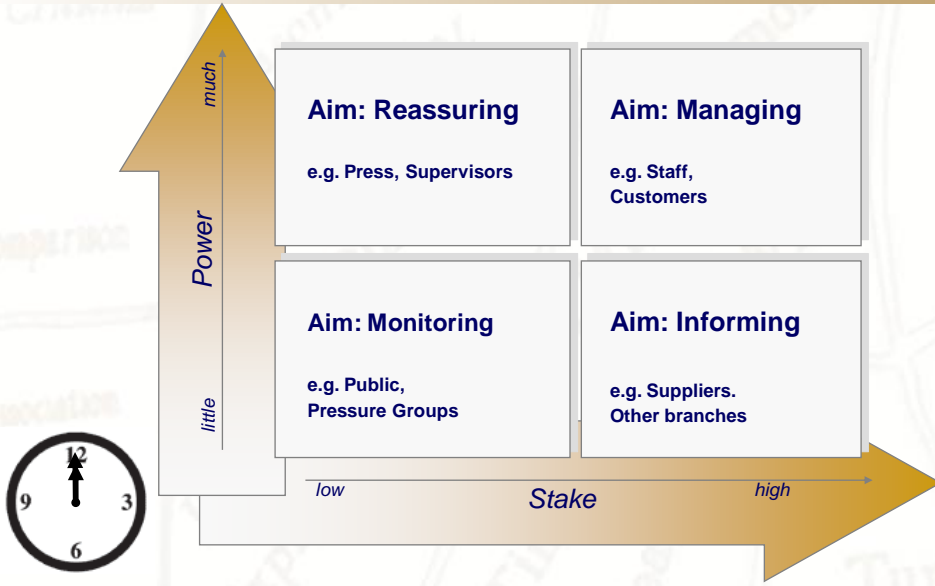


After Crisis

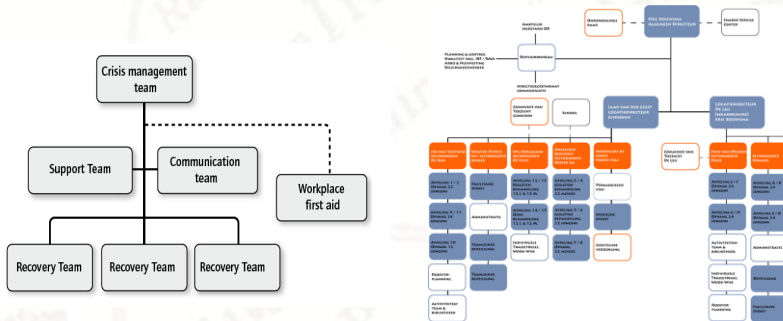
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## Crisis: Stakeholdermanagement



## Crisis: Operational Crisis Communication



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## Crisis handling requires Crisis Communication

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- Language and cultural differences
- Disturbing background noises
- Disturbed absorbing capacity caused by emotion
- The lack of body language (85% of the effectiveness is lost)



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## Crisis: Internal Communication

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- Communicate often, clear and to the point
- Communicate within formal and informal channels
- Listen to whatever goes around in the organization



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## Crisis: Technology

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## Crisis: A crisis Sells

- Large scale incident,
- Short time frame,
- Clear, uncomplicated & unexpected
- Negative
- Rich/powerful country

↑ 34.600 < 5 year/day

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## Crisis: Strategic Crisis Communication

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- The power of the Media.. Self Referential Character
- First Labelling
- Crisis Brokers

Preferred Strategy

- Stealing Thunder!
- Pity - Praise - Promises



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## Crisis: Spokesperson

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- Makes the organization from 'it' to 'ours'
- Creates trust and credibility
- Breaks through barriers with observers
- Generates support
- And as a result reduces the calamity impact



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## Crisis: Monitoring

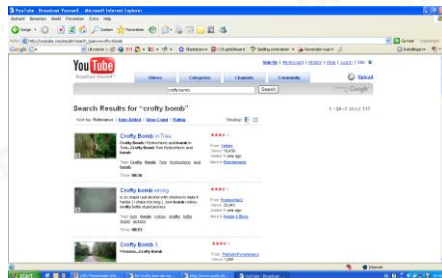
- Press Databases
- Online newssites
- RSS (Really Simple Syndication)



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## Case: The Crofty Bomb

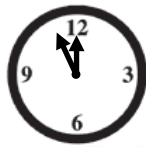


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## Crisis Communication in the BCM Process

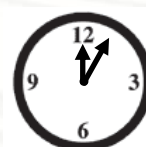
Media relations	Operational Crisis Communication	After care
Issue management	Strategic Crisis Communication	Sharing success
Stakeholder management	Media Monitoring	Post Crisis Monitoring



*Pre Crisis*

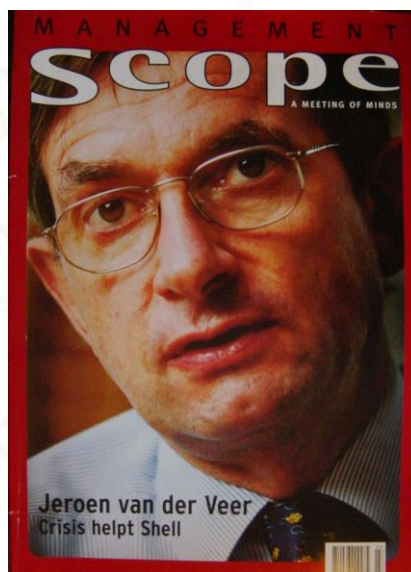
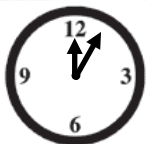


*Crisis*



*After Crisis*

## After Crisis



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 **Turning a crisis into a window of opportunity**

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