

7 STEPS OF CRISIS MANAGEMENT



01



No time to waste

Don't procrastinate, swift action is critical. Real problems do not just disappear.

02



Deploy resources

Summon all the help you can and match the critical actions with your most suitable people.

03



Consider all outcomes

As well as your anticipated outcome, look at the worst-case scenarios and build plans to mitigate.

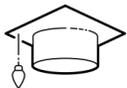
04



Great Leadership

Use your leadership skills to get valuable contribution from others in your team. Not all the ideas need to come from you!

07



Learnings

Document learnings and how to prevent a reoccurrence. Consider how your handling has improved engagement with customers, suppliers, and your team.

06



Communicate

Regular, confident, and honest communications to all stakeholders is required, to convey confidence and a sense of calm until the resolution is in place.

05



Customer focus

Look after your customers and do everything possible to reduce the impact of the crisis to them.