

MANAGING CRISIS SITUATIONS

Corporations are increasingly under the spotlight as a result of the internet and online media. This ever increasing scrutiny exposes the corporation to critical reports, unfavourable coverage or even damaging attacks.

Corporate crisis management requires trained personnel who have the knack for identifying and tackling crisis. To prevent any crisis from damaging its public image, the corporation should ensure that its crisis team comprises people who have outstanding communication skills and public relations abilities.

Corporate crisis management has three major components:

- Anticipate & Eliminate. The crisis team should know how to anticipate issues that can trigger a crisis and find ways to eliminate them.
- Nip it in the bud. When a crisis looms up, the crisis team should know how to respond to it immediately and how to resolve it ultimately.
- Turn it around. If the corporation is hit by a bad or persistent crisis, the crisis team should know to use its public relations expertise to minimize the damage to the corporation's image or to restore public confidence.

Course Outline

- Building an effective crisis team
- Developing a crisis prevention plan
- Developing a crisis response plan
- Identifying, confronting and resolving a crisis
- Communicating with the media
- Negotiating with the critics
- Using charisma and diplomacy
- Bouncing back and moving on