

The 5 Olympic Rings of Crisis Communication: Commitment, Communication, Concentration, Control, & Confidence.

How to Ensure Your Company Medals Gold.

GOLD MEDAL: The key to a dynamic and adaptable crisis response plan is to designate compartmentalized teams at every level of a company's operations and establish a clear communication network to connect each team.

SILVER MEDAL: Physically protecting the facility (through controlling entryways and exits, for example) is a critical component to effectively managing and preventing many different types of crises.

BRONZE MEDAL: The only way to anticipate the future is to learn from the past. Crisis response plans must be adjusted and tested constantly, which may feature strategies informed by previous crises.

HONORABLE MENTION: Evaluate the crisis response plan in context of the national political climate to avoid creating a collateral public relations crisis.

HONORABLE MENTION: Crisis response planning extends beyond work hours and beyond corporate agendas. Be cautious not to lose sight of the bigger picture in formulating your response plan.

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