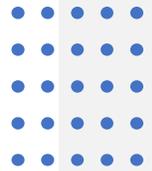




# Crisis Communications

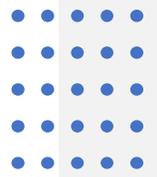
RUH-ROH





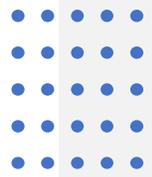
# Today's Agenda

- Crisis Communications
- Apologies
- Staying on Message



# Crisis Communications

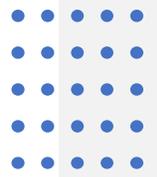
## 3 Types of Crises



# Crisis Communications

Whose fault is it?

1. Not Yours
2. Kinda Yours
3. Totally Yours

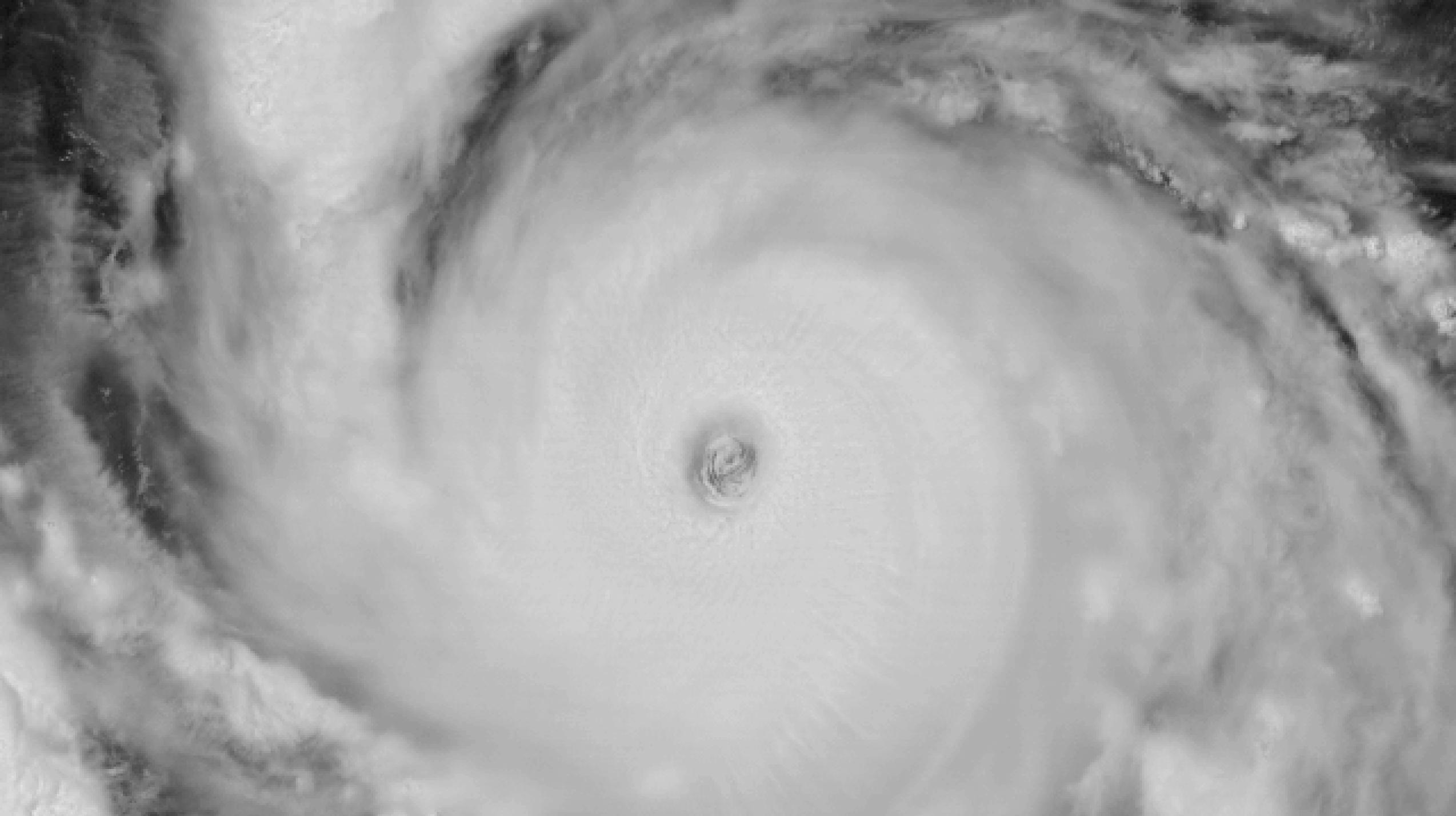


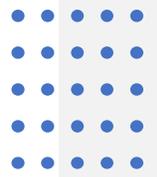
# Crisis Communications

## 1. Not Yours







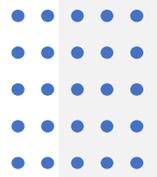


# Crisis Communications

## 2. Kinda Yours

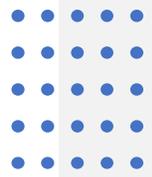






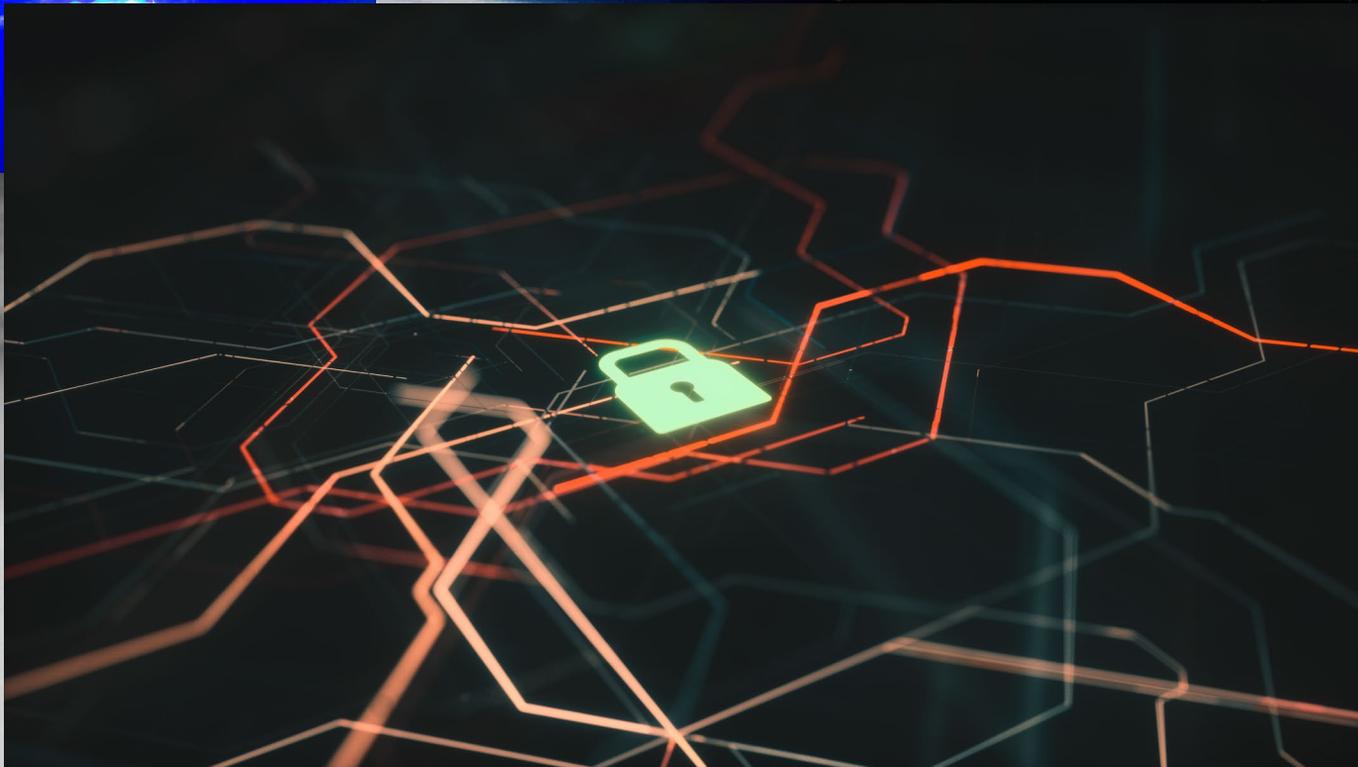
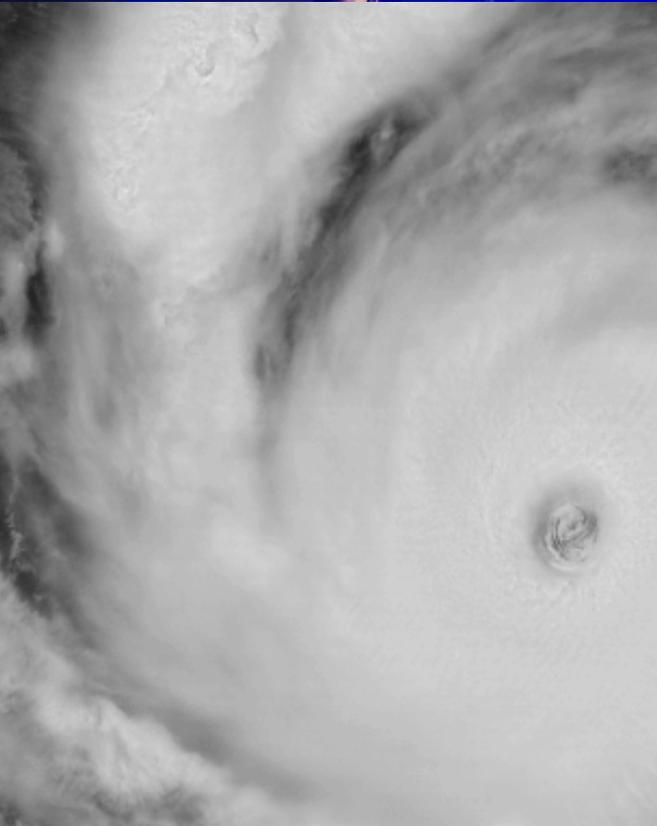
# Crisis Communications

## 3. Totally Yours

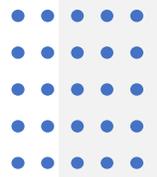


# Crisis Communications

- Sewage treatment spill
- City Hall corruption
- Abrupt termination
- Infrastructure failure

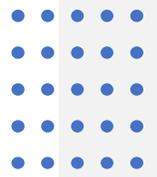


But...They are ALL Your Problem!



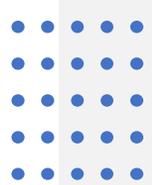
# Crisis Communications

The best crisis  
management...



# Crisis Communications

...avoid the crisis in  
the first place.



# Crisis Communications

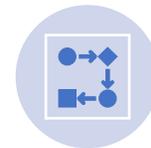
## *Before the Crisis:*



Have a  
plan/protocol



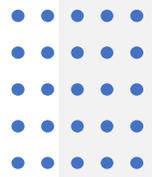
Organize it



Work  
it/practice it



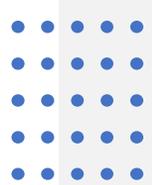
Expect nothing  
to go to plan



# Crisis Communications

*After the Crisis:*

Priority #1: Get the facts

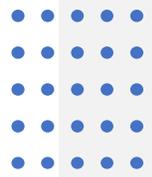


# Crisis Communications

*After the Crisis:*

Priority #1: Get the facts

Priority #2: Get the facts



# Crisis Communications

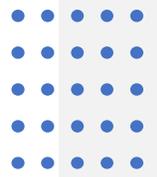
*After the Crisis:*

Priority #1: Get the facts

Priority #2: Get the facts

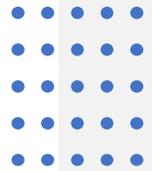
Priority #3: Get the facts

# The DO's of Crisis Communications



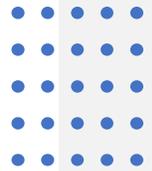
DO:

- Get the facts



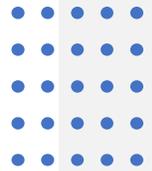
DO:

- Get the facts
- Be the first to speak/control the message



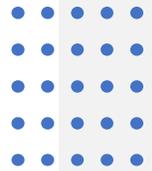
DO:

- Get the facts
- Be the first to speak/control the message
- Be accessible/open/honest



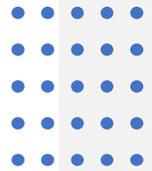
DO:

- Get the facts
- Be the first to speak/control the message
- Be accessible/open/honest
- Accept appropriate responsibility



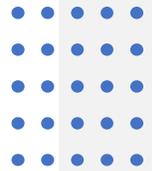
DO:

- Get the facts
- Be the first to speak/control the message
- Be accessible/open/honest
- Accept appropriate responsibility
- Be willing to say, “IDK”



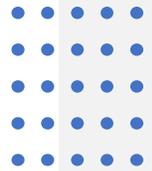
DO:

- Get the facts
- Be the first to speak/control the message
- Be accessible/open/honest
- Accept appropriate responsibility
- Be willing to say, “IDK”
- Share what you are doing



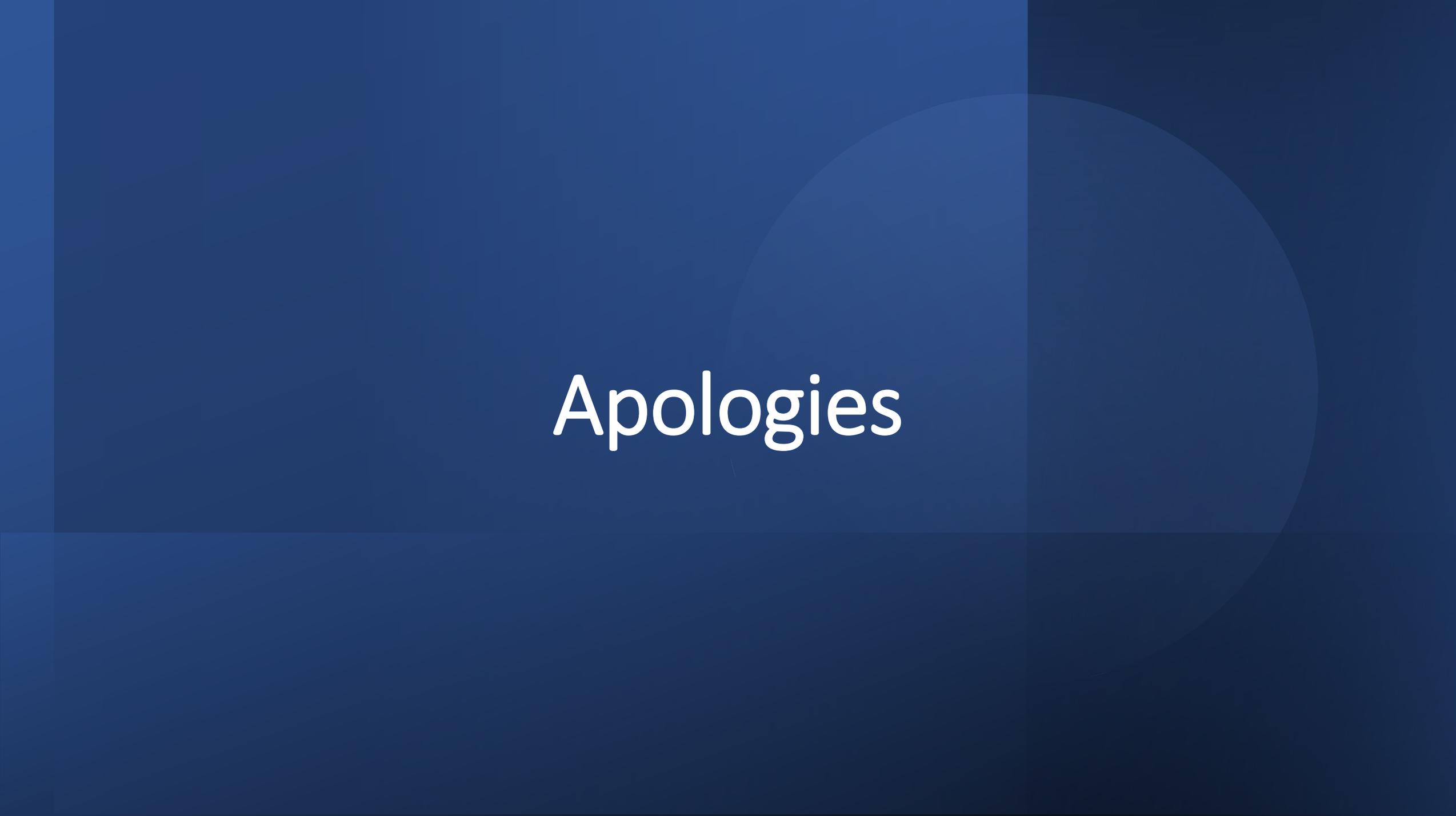
# DO:

- Get the facts
- Be the first to speak/control the message
- Be accessible/open/honest
- Accept appropriate responsibility
- Be willing to say, “IDK”
- Share what you are doing
- Avoid guessing

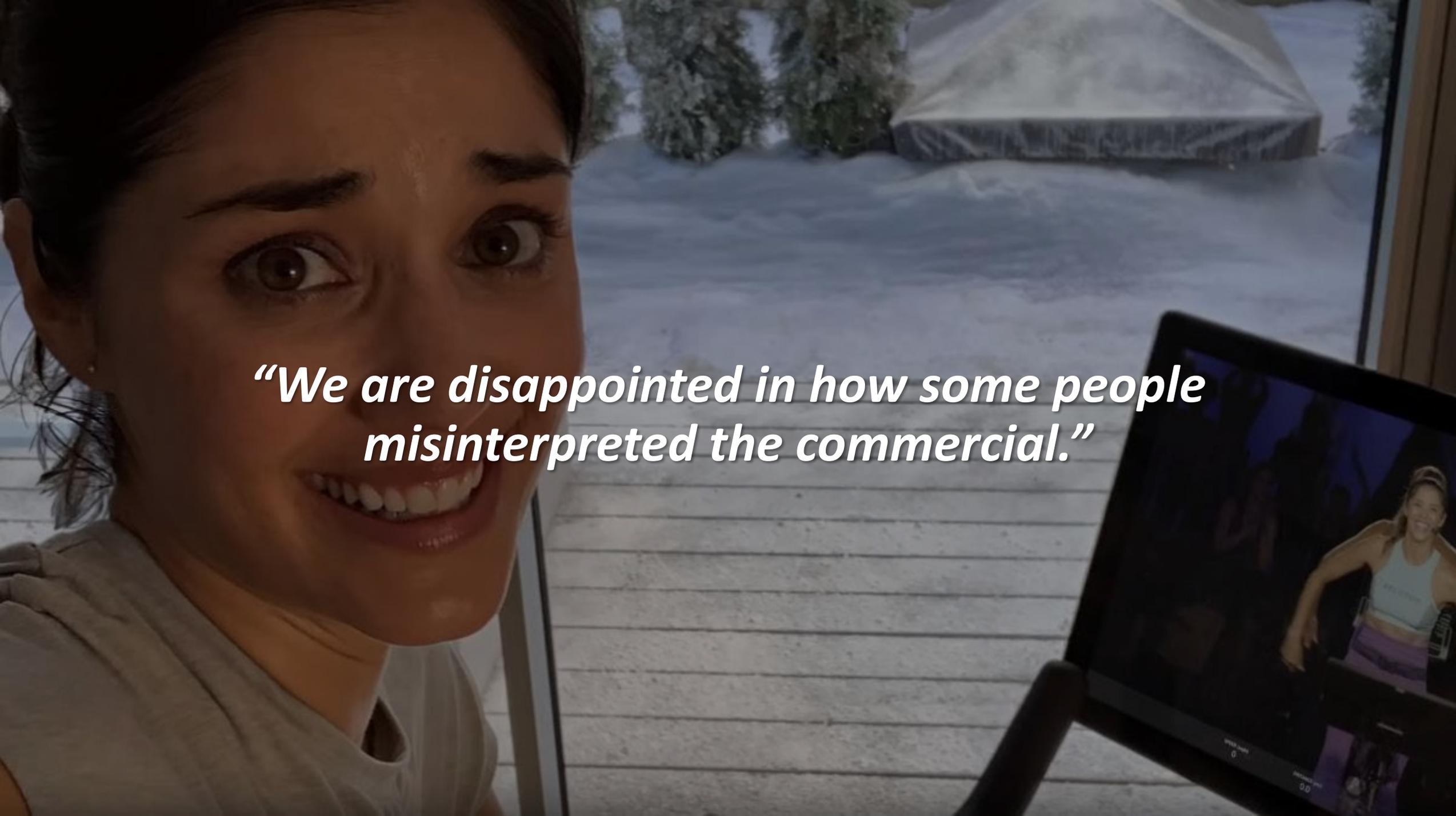


# DO:

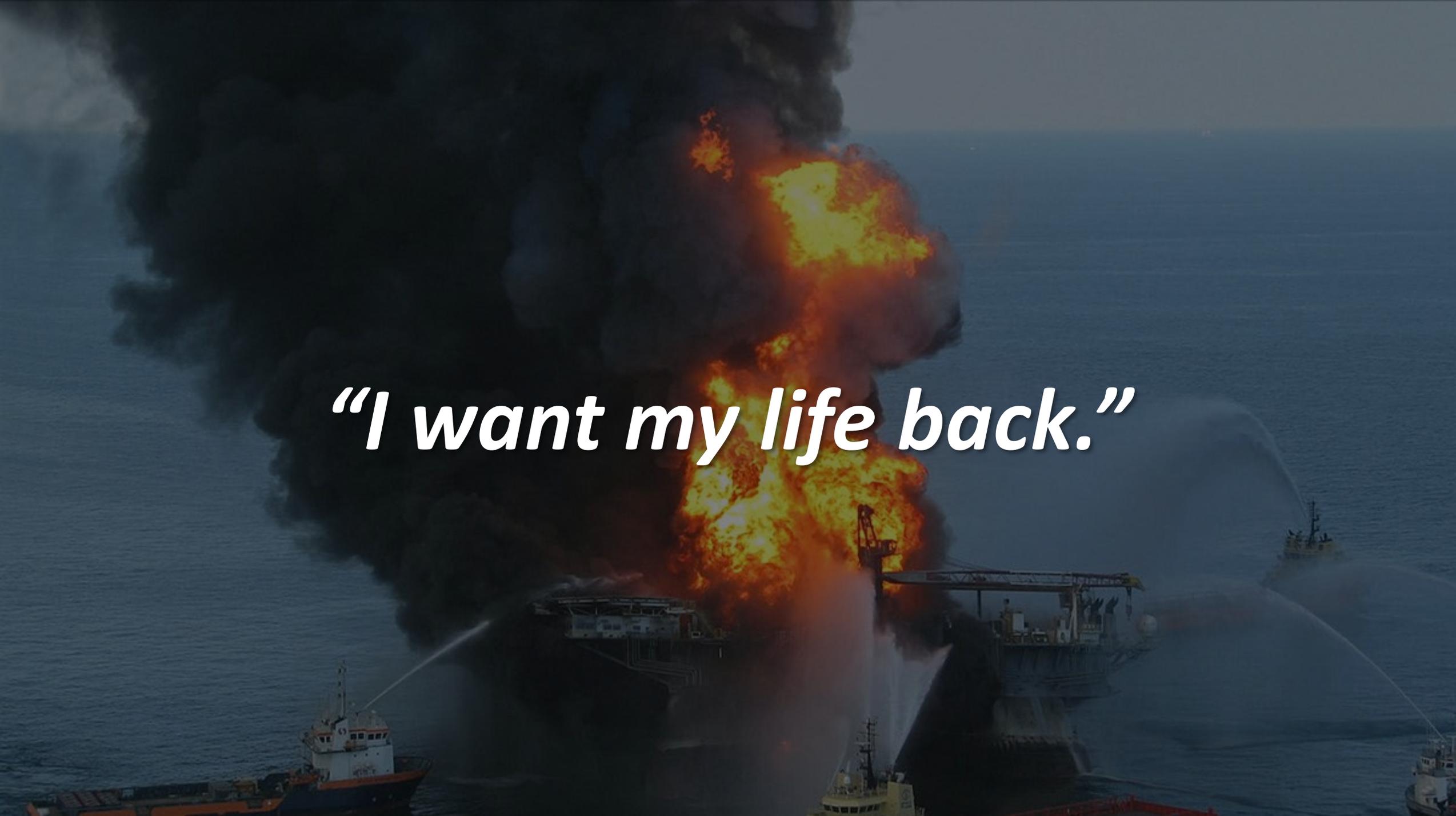
- Get the facts
- Be the first to speak/control the message
- Be accessible/open/honest
- Accept appropriate responsibility
- Be willing to say, “IDK”
- Share what you are doing
- Avoid guessing
- Don’t be afraid to apologize



Apologies

A woman with dark hair pulled back, wearing a light-colored t-shirt, is shown from the chest up. She has a wide-eyed, surprised expression. In the background, there is a snowy outdoor area with evergreen trees and a large object covered in a white tarp. To her right, a fitness monitor is visible, displaying a woman in a light blue sports top and purple leggings. The text is overlaid in the center of the image.

***“We are disappointed in how some people misinterpreted the commercial.”***

A large offshore oil rig is engulfed in a massive fire, with thick black smoke billowing into the sky. Several fireboats are positioned around the rig, spraying high-pressure water jets to combat the blaze. The scene is set in the open ocean under a clear sky.

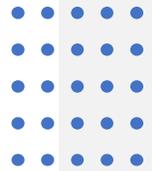
***“I want my life back.”***

A photograph of a person lying horizontally in an airplane seat, secured with a seatbelt. The person is wearing a dark grey or black long-sleeved hoodie and dark pants. Their midriff is exposed, and they appear to be resting or sleeping. The background shows the interior of an airplane cabin with other seats and overhead storage bins. The lighting is dim, typical of an airplane cabin.

***“Re-accommodated”***

A man and a woman are shown in a dark, industrial-looking setting, possibly backstage or on a stage. The woman, on the left, has long dark hair and is wearing a black, shiny, sequined top. The man, on the right, has short dark hair and is wearing a dark jacket. They are both looking down and appear to be in a conversation. The background is dark with some metal structures visible.

***“I apologize if you guys  
were offended.”***

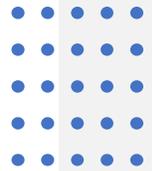


# Apologies

Never say the following:

- *“I am sorry if...”*
- *“I am sorry but...”*
- *“I am sorry that you...”*
- *“I was just...”*
- *“I have already...”*
- *“I regret...”*

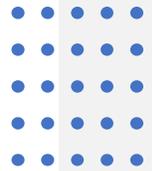
Not all apologies are the same.



# Apologies

## Elements of a Good Apology:

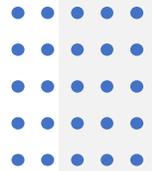
1. Own the mistake



# Apologies

## Elements of a Good Apology:

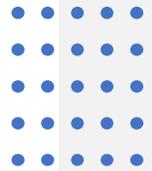
1. Own the mistake
2. State the error



# Apologies

## Elements of a Good Apology:

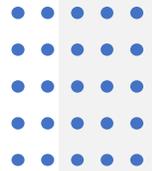
1. Own the mistake
2. State the error
3. Say you are sorry



# Apologies

## Elements of a Good Apology:

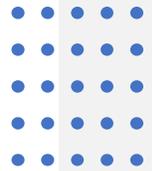
1. Own the mistake
2. State the error
3. Say you are sorry
4. Admit what you did wrong



# Apologies

## Elements of a Good Apology:

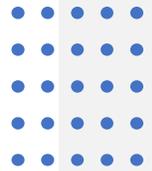
1. Own the mistake
2. State the error
3. Say you are sorry
4. Admit what you did wrong
5. Explain plan going forward



# Apologies

## Elements of a Good Apology:

1. Own the mistake
2. State the error
3. Say you are sorry
4. Admit what you did wrong
5. Explain plan going forward
6. Ask for forgiveness/understanding

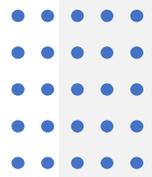


# Apologies

## Do NOT:

1. Sorry, but...
2. Try to shift blame
3. Justify bad acts
4. Make it about you
5. Overexplain

# Staying on Message



## Staying on Message

Take Your LAPSS:

**L**isten to the question

**A**cknowledge the questioner

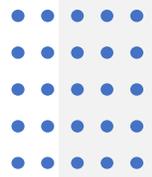
**P**ivot with a positive statement

**S**peak on your message/frame

Staying on  
Message

1. Listen





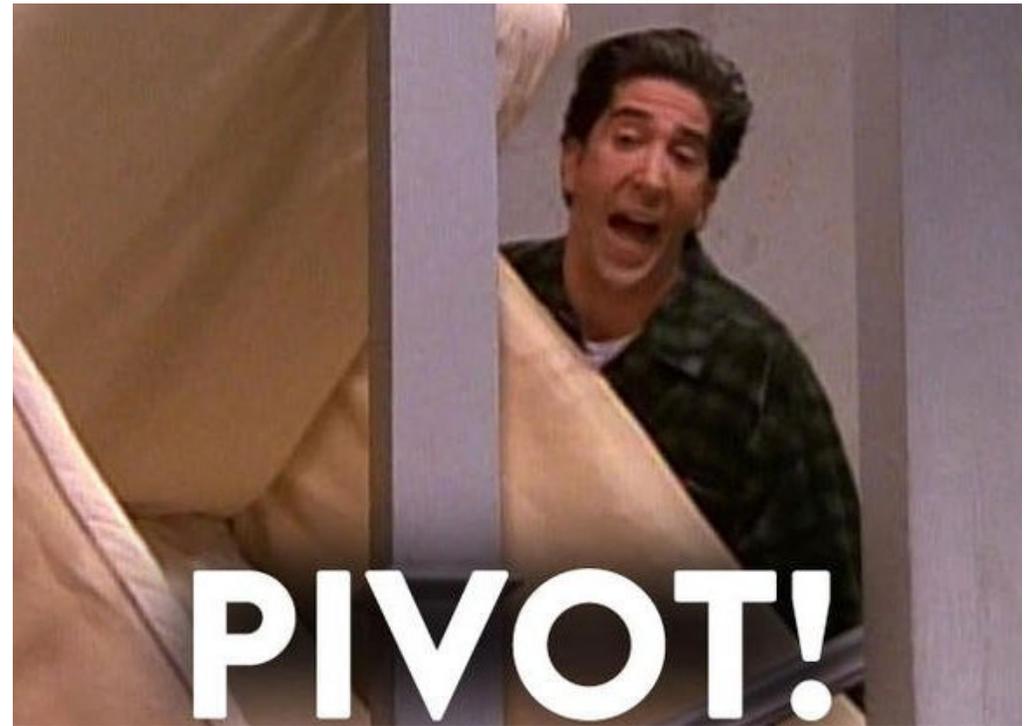
## Staying on Message

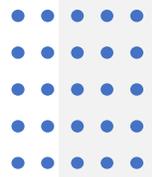
## 2. **A**cknowledge

- *“Thank you. I am so glad you brought this up.”*
- *“That’s a great question and thanks for asking it.”*
- *“Thank you for bring up this very important issue.”*

Staying on  
Message

### 3. Pivot

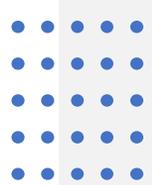




## Staying on Message

### 3. Pivot

- *“It is critical to remember...”*
- *“What’s really important here...”*
- *“It is vital to understand...”*
- *“We must remember...”*



Staying on  
Message

## 4. **S**peak on Your Message

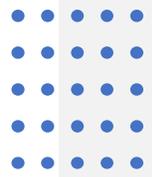


YOUR  
MESSAGE

Staying on  
Message

## 5. Stop Talking





## Staying on Message

Take Your LAPSS:

**L**isten to the question

**A**cknowledge the questioner

**P**ivot with a positive statement

**S**peak on your message/frame

