



# 10

## Tips for Managing a Crisis – Have a close look!

### 1.

In a crisis, consistently building up your image pays off.

→ **pay into the “Bank of Trust”**

### 2.

More often than the cause of a crisis itself, the reaction is what determines the public’s perception of it.

→ **it’s never about being right or wrong.**

### 3.

There are tried and tested strategies and effective tools to recognize a crisis early.

→ **Vulnerability Analysis**

### 4.

Very seldomly does a company crisis turn into an existential one.

→ **often, a crisis presents an opportunity**

### 5.

A crisis plan and a coordinated crisis team are essential.

→ **preparation is half the battle in crisis management**

### 6.

Speed is critical.

→ **a lot can be prepared in advance**

### 7.

Always plan for the worst-case scenarios.

→ **then, the actual situation is never as scary**

### 8.

Crisis management is emotion management.

→ **it’s mostly about individual sensitivities and perceptions**

### 9.

Switching from reacting to acting is a challenge.

→ **get back in the driver’s seat**

### 10.

Crises put partnerships to the test.

→ **after which, you have a great foundation for the future**

## Bottom Line

**From the arcane to the occupational – what general measures should you remember:**

- **Treat crisis communications as part of the strategic management process**
- **Implement complex crisis management measures: there is no one-size-fits-all approach**
- **Don’t generalize: every crisis follows the same pattern, but unfolds completely uniquely**
- **Take note of scientific research and use it. Encourage cooperation and knowledge sharing**