



# COMMUNICATING THROUGH A CRISIS

... a survival guide.



**YOURBRAND**  
marketing

*Copyright 2023*

Crises come in all  
shapes and sizes.



They can be  
immediate,  
traumatic, and  
resolved promptly.



Or they can be  
protracted,  
complex and  
require significant  
resources in terms  
of people, time  
and capital.



However, most are  
somewhere  
in-between.



Most crises  
not only have a  
flash point but a  
snowball effect that  
enables them to  
become far worse  
than those looking  
at the original  
situation might  
assume.



We all need to realize that crises expand in scope not based on initial circumstances but on people's actions or inactions.



REMEMBER:  
Crises are yet  
another form of  
change to be  
understood and  
managed.





It is how we react  
that determines  
whether a crisis can  
be either mitigated  
or resolved or not.



And it all starts with  
effective  
communication.



# We need to be able to understand

- What has happened?
- What is happening now?
- What are the immediate ramifications?
- Who has been affected and how?
- What needs immediate attention and resources, and what is secondary?



And be able to  
communicate this  
to all stakeholders  
quickly and  
efficiently.



Misinformation  
and innuendo are  
the enemies of  
resolving crises  
and can worsen  
bad situations.

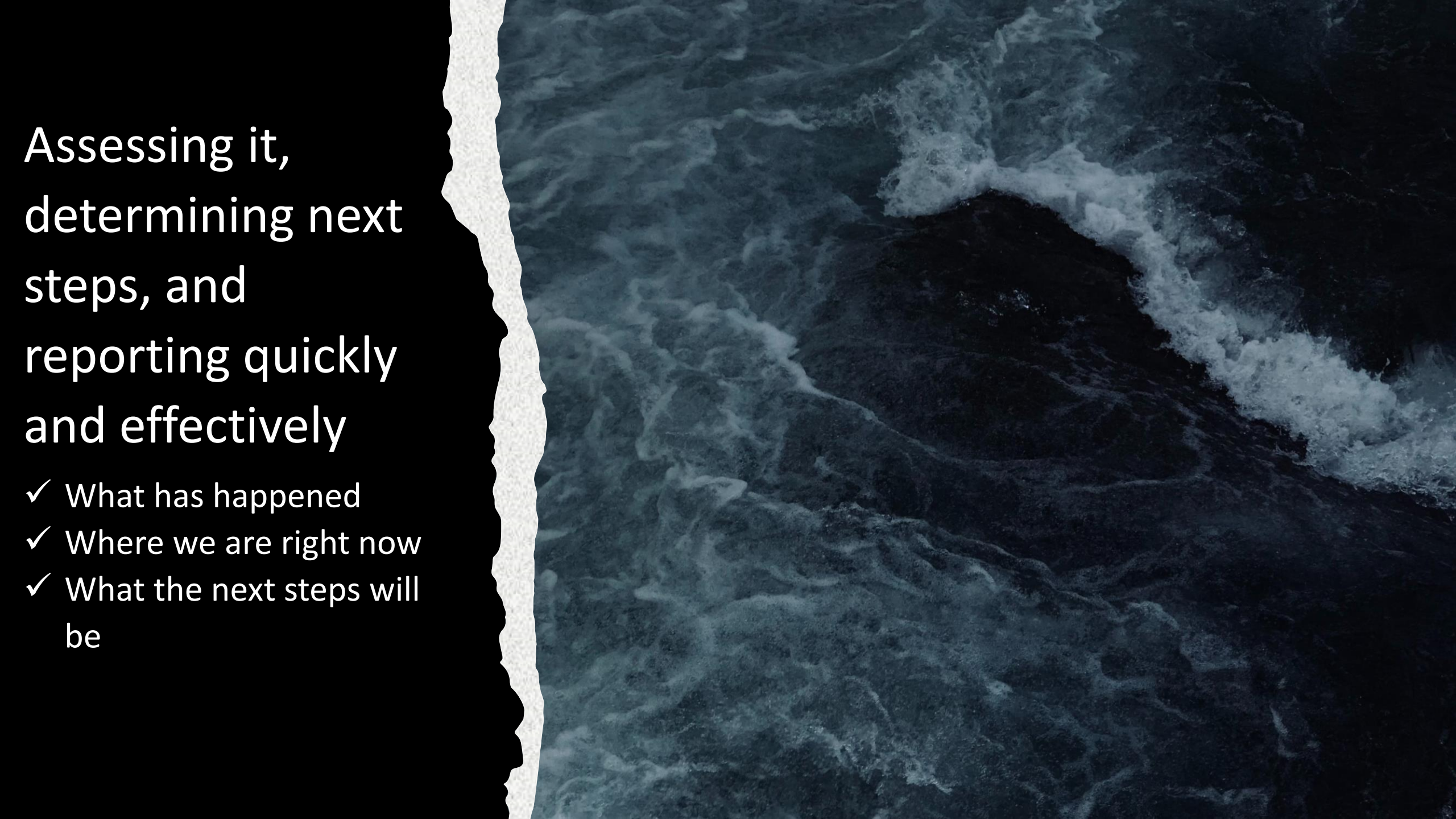


There needs to be a point person in charge. Someone who owns the situation and is a clearing house of information.



Someone in charge  
of a small tactical  
group who are  
tasked with  
gathering all  
relevant  
information





Assessing it,  
determining next  
steps, and  
reporting quickly  
and effectively

- ✓ What has happened
- ✓ Where we are right now
- ✓ What the next steps will be



This is NOT  
a one-and-done  
task.



Depending on the cause and scope of the crisis, this task could go on for days, months or even years.



DO NOT lie or  
sugarcoat how bad  
things truly are.

This will only  
backfire on you in  
the end.



Fear, mistrust, and misinformation take over if we do not communicate effectively through a crisis.



These become additional factors that need to be mitigated, leading to time ill-spent backtracking and refocusing on what is pertinent, taking time and relevant resources away from fixing the problem.



Be sure to prepare  
for one before you  
are in a crisis.



Knowing who  
your teams are  
ahead of time,  
who has what  
responsibility and  
how you will  
communicate  
effectively is half the  
battle of surviving  
any crisis.



Waiting until you  
are in a crisis to  
figure out how to  
survive is the  
wrong thing to do.





**YOURBRAND**  
marketing

**LET'S TALK!**

**CORPORATE & INTERNAL COMMUNICATIONS  
CONSULTING | WORKSHOPS | STRATEGY**

**Ben Baker**

**Your Brand Marketing  
604 512 7174**

**ben@yourbrandmarketing.com  
www.yourbrandmarketing.com**