

Crisis Management Plan Template

1. Crisis Response Team

- Team Structure:**
 - Identify key crisis response team members, including a crisis manager, communications lead, operations lead, legal advisor, and IT support.
 - Define the hierarchy and reporting structure, ensuring everyone knows who to report to and how to make decisions.

- Roles and Responsibilities:**
 - Crisis Manager:**
 - Overall responsibility for managing the crisis and coordinating the response effort.
 - Acts as the main point of contact for external stakeholders and makes high-level decisions.
 - Communications Lead:**
 - Manages internal and external communication, including crafting messages and coordinating with media.
 - Ensures consistent messaging across all platforms and to all audiences.
 - Operations Lead:**
 - Oversees the operational aspects of the response, including business continuity, logistics, and resource allocation.
 - Works closely with other departments to maintain critical business functions during the crisis.
 - Legal Advisor:**
 - Provides legal guidance on actions taken during the crisis, ensuring compliance with laws and regulations.
 - Reviews public statements and documents for legal risks.
 - IT Support:**
 - Manages technology-related aspects of the crisis, including cybersecurity threats, data protection, and IT infrastructure stability.
 - Coordinates with external IT service providers if needed.

- Training and Drills:**
 - Outline a schedule for regular training sessions and crisis simulation drills to ensure the team is prepared.
 - Provide guidelines for evaluating the team's performance during drills and identifying areas for improvement.

- Backup Team Members:**
 - Identify backup members for each role to ensure coverage if a primary team member is unavailable.

- Ensure that backups are trained and knowledgeable about their roles.

2. Crisis Communication Plan

- Internal Communication Strategies:

- Communication Chain:

- Define the internal communication chain, including how information will flow from the crisis response team to employees at all levels.

- Establish a method for quickly disseminating critical information, such as email, internal messaging systems, or emergency notification apps.

- Employee Briefings:

Outline a plan for regular employee briefings during a crisis, including who will lead them, their frequency, and their content.

- Provide templates for emails, memos, or other internal communications to ensure consistency and clarity.

- Confidentiality and Information Security:

- Set guidelines for maintaining confidentiality during a crisis, including restrictions on sharing sensitive information.

- Provide protocols for handling classified or sensitive data securely.

- External Communication Strategies:

- Public Statements:

- Develop templates for public statements and press releases that can be quickly customized and released.

- Identify a spokesperson representing the company to the media and the public.

- Media Relations:

- Establish a media relations protocol, including managing press inquiries, scheduling press conferences, and monitoring media coverage.

- Guide responding to negative media coverage and controlling the narrative.

- Customer and Client Communication:

- Outline a plan for communicating with customers and clients, including how to provide updates, address concerns, and manage expectations.

- Create templates for emails, letters, or social media posts to ensure clear and consistent messaging.

- Social Media Management:

- Develop a strategy for managing social media during a crisis, including monitoring platforms for misinformation, engaging with followers, and posting regular updates.

- Assign a team member to oversee social media communication and ensure rapid response to inquiries or issues.

- Stakeholder Communication:

- Identify key stakeholders (e.g., investors, partners, suppliers) and outline how and when they will be informed of the crisis.

- Provide templates for official communications to stakeholders, emphasizing transparency and accountability.

3. Crisis Management Steps

- **Immediate Response:**
 - **Initial Assessment:**
 - Describe the process for assessing the crisis as soon as it is identified, including gathering facts, determining the scope, and evaluating potential impacts.
 - Establish criteria for classifying the severity of the crisis and determining the level of response required.
 - **Activation of Crisis Response Team:**
 - Outline the steps for activating the crisis response team, including notifying team members, initiating the communication plan, and assembling at a designated location (physical or virtual).
 - Provide guidelines for establishing a command center to coordinate the response effort.
 - **Containment Measures:**
 - Detail the immediate actions required to contain the crisis, minimize damage, and prevent escalation.
 - Include protocols for securing physical locations, protecting data, or halting operations if necessary.
- **Ongoing Management:**
 - **Situation Monitoring:**
 - Establish a continuous monitoring process, including gathering real-time information, assessing new risks, and adjusting the response as needed.
 - Assign specific team members to monitor external developments, such as media coverage or public reactions.
 - **Resource Allocation:**
 - Detail how resources (personnel, equipment, finances) will be allocated and managed during the crisis, ensuring that critical needs are prioritized.
 - Provide a system for requesting and deploying additional resources if the crisis escalates.
 - **Internal Coordination:**
 - Outline the procedures for coordinating efforts across different departments, ensuring that all business areas are aligned in their response.
 - Schedule regular meetings or check-ins with department heads to review progress and address challenges.
- **Recovery Steps:**
 - **Restoration of Operations:**
 - Describe the process for gradually restoring normal business operations, including any phased re-opening of facilities or resumption of services.
 - Provide guidelines for evaluating when to resume operations and what safety measures must be in place.

- **Post-Crisis Evaluation:**
 - Outline the steps for conducting a post-crisis evaluation, including gathering feedback from the crisis response team, employees, and stakeholders.
 - Identify lessons learned and areas for improvement and update the crisis management plan accordingly.
- **Communication of Recovery Efforts:**
 - Develop a plan for communicating the recovery process to employees, customers, and stakeholders, including what has been done to resolve the crisis and what to expect moving forward.
 - Provide templates for recovery announcements and updates.

4. Resources

- **Internal Resources:**
 - **Personnel:**
 - List key personnel involved in the crisis response, including their contact information and specific roles.
 - Include backup personnel who can step in if primary team members are unavailable.
 - **Facilities:**
 - Identify any facilities used as command centers, meeting points, or safe zones during the crisis.
 - Include access information, such as security codes or keys, and ensure the facilities have the necessary supplies.
- **External Resources:**
 - **Vendors and Suppliers:**
 - Compile a list of critical vendors and suppliers, including contact information and contract details.
 - Establish agreements with alternative suppliers who can step in if primary suppliers are affected by the crisis.
 - **Emergency Services:**
 - Provide contact information for emergency services, such as fire, police, and medical assistance.
 - Include protocols for contacting emergency services and coordinating their response with the crisis management team.
 - **Legal and Financial Advisors:**
 - List contact information for legal counsel and financial advisors who can guide the crisis.
 - Include details on any retainer agreements or service contracts with these advisors.
 - **IT and Cybersecurity Support:**
 - Identify IT support teams or external cybersecurity firms that can assist in managing technology-related crises.

- Include emergency contact information and protocols for engaging their services.
- **Communication Tools:**
 - **Software and Platforms:**
 - List communication tools that will be used to coordinate the crisis response, such as email, messaging apps, video conferencing, and emergency notification systems.
 - Ensure all team members have access to and are trained on these tools.
 - **Emergency Contact Lists:**
 - Maintain up-to-date emergency contact lists for all employees, stakeholders, and crisis response team members.
 - Include multiple contact methods (phone, email, messaging) to keep communication lines open.
- **Documentation and Templates:**
 - **Crisis Management Plan:**
 - Keep a copy of the crisis management plan easily accessible to all crisis response team members.
 - Ensure the plan is regularly reviewed and updated based on new risks or organizational changes.
 - **Crisis Response Checklists:**
 - Develop checklists for key crisis response activities, such as team activation, communication steps, and resource allocation.
 - Provide copies of these checklists to all team members for quick reference during a crisis.
 - **Legal Documents:**
 - Store copies of important legal documents, such as insurance policies, contracts, and regulatory compliance records, in a secure but accessible location.
 - Ensure these documents are reviewed periodically and kept up-to-date.