

# *CRISIS MANAGEMENT*

*May 23, 2002*



***BE "READY"!***



# *CRISIS MANAGEMENT*

*BE “READY”!*

Even if you're on the right track,  
you'll get run over if you  
just sit there.

-Will Rogers


# *IMPLEMENTATION*

PLANNING  
TOOLS and MATERIALS  
TEAMS  
AUDIENCE/STAKEHOLDERS  
POST-IMPLEMENTATION  
LESSONS LEARNED

*BE "READY"!*



# PLANNING



IF and WHEN are not the main points to consider in crisis management.

The first point to consider,

How well are you *handling issues* so they don't develop into a crisis?

The second point to consider,

How well are you *prepared to manage* the crisis when it happens?

# PLANNING

- Crisis management is a matter of being prepared
  - *Crises need not be uncontrollable nor uncontrolled*
- Create your crisis plan
  - *Keep updated as needed*

Note: Crisis escalation

- *Speed of escalation depends on the type of crisis*
- *Intensity depends on severity of the outcome*

# TOOLS *and* MATERIALS

*Proper crisis management allows more control,  
it is possible to proactively reduce crisis impact*

- Be cognizant of precursors to a crisis
  - *Keep your finger on the pulse; gather information constantly*
  - *Anticipate response to implementation*

# TOOLS *and* MATERIALS

- Action plans
- Brainstorm sessions
- Messages & Talking points
  - *Develop a foundation of talking points and statistics (update continually)*
  - *When a crisis occurs, create a positive spin*
- War Room

# *TOOLS and MATERIALS*

- Collateral materials / Outreach

*Use consistent language; say it your way*

- Brochures
  - One-pagers
  - Website
  - Radio spots
  - Internal website
  - Press materials
- Analyzer messages (GAS)
- *Maintain ongoing contact with industry/front line*

# TEAMS

*Establish teams and determine roles in advance &  
Continually educate your teams so everyone is prepared*

- Key Decision Makers
  - Technical
  - Public Relations
    - Internal
  - Spokespersons

*Remember to establish back-ups!*



# AUDIENCE/STAKEHOLDERS

*Establish, build and cultivate relationships*

- Motorists
- Industry
- Legislators
- Media
- Tag Offices
- Internal Staff
- Repair Industry
- Auto Dealers

# *POST-IMPLEMENTATION*



Storms pass,  
but their driftwood remains.

-Ancient Proverb

*OBD has been launched, what do we do now?*

It's not over yet, take a deep breath  
and move to your next phase.



# *POST-IMPLEMENTATION*

## *“BE READY”!*

- Transition from proactive to reactive
- Reposition teams
- Monitor impact of implementation
- Gather ongoing feedback from all stakeholders
- Continue updating messages and statistics; be able to tell your story

# LESSONS LEARNED

- Willingness to be flexible can make a difference in your success
  - *Maintain the integrity of the program*
- Don't recreate the wheel
  - *Reuse messages or plans that work*
- Remember your internal audience
  - *Keep teams informed & educated*
  - *Provide positive reinforcement & share success!*

# LESSONS LEARNED



- Utilize resources
  - *Search for answers*
  - *Ask questions and involve others when necessary*
- Continue ongoing evaluation & modifications
  - *Don't be reluctant to modify the course, for the right reasons*

***BE “READY”!***

# POP QUIZ

## QUESTION

What is the most important crisis management lesson for OBD implementation?

# POP QUIZ

ANSWER

***BE "READY"!***



*BE "READY"!*

*QUESTIONS / COMMENTS*

*THANK YOU!*

*Georgia's Clean Air Force website*

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