

Key Takeaways – Crisis Management

- **Situation Assessment**
 - Reconfirm and reprioritize stakeholders
- **Forecast**
 - Assess likely impact if no action is taken
- **Action Plan**
 - Show how plan will satisfy key stakeholders

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Key Takeaways - Communications

- Develop consistent key messages
 - Share throughout your organization
- Keep your messages concise
 - Repetition works
- Be honest and transparent
 - Focus on the facts

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