

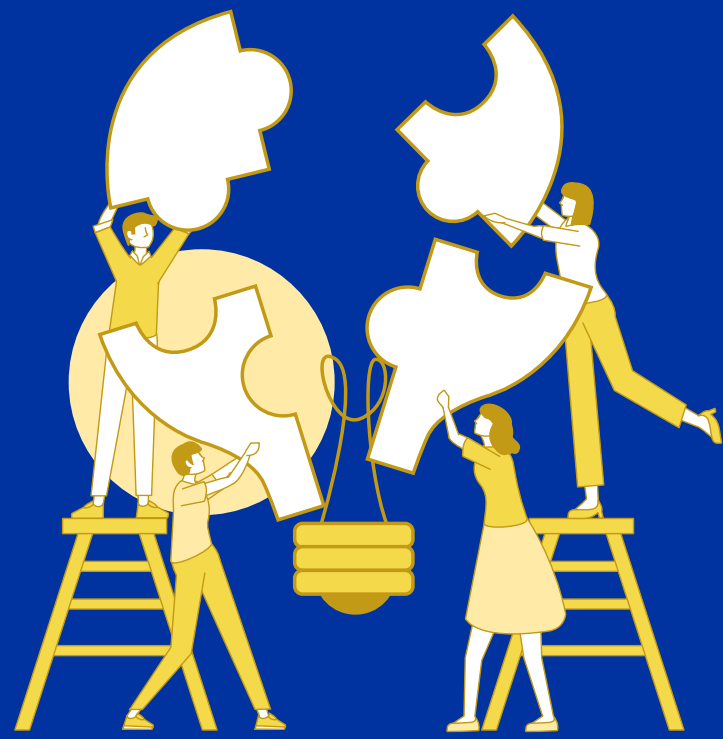


TIPS & TRICKS FOR MANAGING CRISIS BY GC

SWIPE



PROACTIVE PLANNING



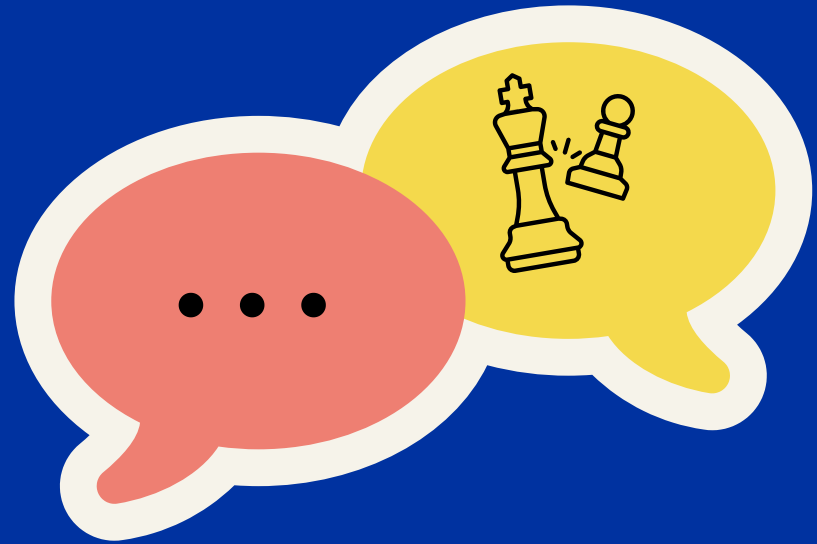
- Plan Ahead, including protocol for social media.
- Do you have a Response Protocol – Whom to Contact?
- Crisis Simulations (Dry Run) – Scenario Planning.
- Establish a Crisis Group from Cross functions including PR team as well.
- Defined Role for Legal.
- Strong Backups – Available Options.
- Consider Targeted Audience – How much details to disseminate?
- Retain technical experts for guiding the post-incident strategy.
- Consider regulatory & insurance notification.
- Do you know the relevant Law enforcing agencies/Regulators?

IMMEDIATE RESPONSE

- Convene the Control Group & Kick-off Call with Responders.
- Real-time Post-Incident Interviews.
- Implement communications protocols.
- Establish plan for responding to information requests.
- Address any safety concerns for other sites/operations.



STRATEGIC COMMUNICATIONS



- Must Respond & Think Before Responding.
- Words Matter & Don't make it worse.
- Be proactive, not reactive. Get ahead of the public narrative.
- Strategic communications in line with organizational mission.
- Avoid blame games for now & must focus on human impacts.
- Consider all angles of any public apology.
- Beware premature declarations or knee jerk reactions.
- Consider reminder not to speculate.
- Board & stakeholders communications including your employees.

INVESTIGATION

- Define Investigation Scope & Be close to the Facts.
- Always consider the boundaries of legal privilege.
- Avoid unnecessary materials & buzz words.
- Make realistic recommendations.
- Training relevant personnel periodically.



LONG TERM CONSEQUENCES

- Consider all legal options & recourses available.
- Always preserve physical and digital evidence.
- Balance the public perception vs. litigation strategy line.
- Activate all Allies including corporate affairs.

Hope these pointers will help you to become a better crisis manager!

THANK YOU