

Cihan University Sulaymaniyah (CUS)

Business Administration Department

Crisis Management – Fourth Stage

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BIG NOTES

- ✓ *Any underline words or sentences can be as a blank.*
- ✓ *Question context is changeable.*
- ✓ *Answers must be in clear way (any answer not clear will be ignored).*
- ✓ *Any question you need to mention some examples or a case study **DON'T USE REAL NAMES.***

Q1- Define crisis and crisis management.

- ❖ **Crisis:** is an unexpected and significant event or situation that poses a threat to an organization's reputation, operations, or stakeholders.
- ❖ **Crisis management:** is the process of effectively responding to and mitigating the impact of such events.
- ❖ Crisis management has become increasingly important due to the complexity and interconnectedness of modern organizations. A poorly managed crisis can result in severe consequences, including financial losses and reputational damage.

Q2- Crisis is any event that (Definitions of Crisis)

1. Expected to lead to, an unstable and dangerous situation affecting an individual, group, in all organization.
2. The potential to significant impact an organization.
3. Threatening or could threaten to harm people or property, seriously interrupt business, damage reputation and/or negatively impact share value.
4. Bad situations or accidents organizations faces it.
5. Unpredictable, but is not unexpected.

Q3- What are the elements of crisis?

1. A threat to the organization.
2. The element of surprise.
3. A short decision times.
4. A need for real change.
5. There is sense of loss of control.
6. Urgent demands for information are received

Q4- Classify type of crisis regarding to two sections (source, time)

1. Financial, (Shortly and Longley).
2. Technological, (Shortly and Longley).
3. Managerial, (Shortly and Longley).
4. Economics and legislative, (Shortly and Longley).

Q5- What are the types of Crises with example?

1. Natural disasters (e.g., earthquakes, hurricanes)
2. Technological crises (e.g., cyberattacks, product recalls)
3. Financial crises (e.g., economic downturns, stock market crashes)
4. Reputational crises (e.g., public scandals, social media backlash).

❖ Globalization and technology have led to new types of crises, such as cybersecurity threats and viral social media controversies, which can spread rapidly and have a profound impact on organizations.

Q6- To plan for crisis, we need a several actions,

Crisis planning involves the development of strategies and procedures to effectively manage crises. It includes risk assessment, crisis team formation, and the creation of a crisis management plan.

- ❖ The crisis management plan outlines roles
- ❖ Responsibilities
- ❖ Communication strategies
- ❖ Response protocols.

It should be regularly updated and tested through drills and simulations.

Q7- Explain the best model for decision-making during crisis?

The OODA loop (Observe, Orient, Decide, Act) can be valuable tools for crisis leaders.

Q8- Crisis life cycle phases are:

Emerging, Growth, Maturity, Decline and Demise.

Q9- You need some actions to rebuild organization after crisis, list them.

1. To manage reputation. There are opportunities in a crisis to build positive perceptions of the company or product that last beyond the crisis period.
2. Company communication / culture. The company embarks on a long-term programmed to tackle management issues and communication problems that exacerbated the crisis.

Q10- How can you cope with a crisis?

1. Understand normal reactions.
2. Realize the effects of other losses.
3. Consider past healing.
4. Be intentional in self-care.
5. Recognize the need for help.

Q11- What are the ways to help yourself cope in a crisis situation?

1. Try to remember the positive methods you have used to cope in difficult situations in the past.
2. Talk about what happened to you with your company group.
3. Do not keep scary or strange feelings inside but let them out (with control).
4. Listen to your close people in your company and family to see how they feel.

Q12- What are the examples of crisis communication?

❖ **Here are some of the best and most successful crisis communication examples from the last few years.**

1. KFC runs out of chicken.
2. Aldi's caterpillar war with M&S.
3. The Tide Pod challenge.
4. Burger King's not-so-meat-free burger.

Q13- Remember these crisis statement tips in case the unthinkable happens to you:

1. Use key messages, verified information, and don't get defensive.
2. Define and isolate the actual problem.
3. Express empathy and take action.

Q14- How do you manage crisis? Steps to Crisis Management.

1. Crisis management starts with prevention.
2. You can't control everything, but you can respond appropriately.
3. It's often most challenging to admit you're even in a crisis.
4. Contain the crisis.
5. Resolve the crisis.
6. Profit from the crisis.

Q15- What are the 5 steps of crisis management?

- ❖ Phase 1: Early Warning and Signal Detection. We know that crises happen.
- ❖ Phase 2: Preparation and Prevention.
- ❖ Phase 3: Damage Containment.
- ❖ Phase 4: Recovery.
- ❖ Phase 5: Learning and Reflection.

Q16- To organize your plan, use a crisis management template with the following six steps:

1. Identify your crisis leadership team.
2. Assess risk.
3. Determine the business impact.
4. Plan the response.
5. Solidify the plan.
6. Review and update.

Q17- What are the causes of crisis? Causes of Crisis.

1. External Economic Attack.
2. External Information Attack.
3. Breakdowns.
4. Psychopathology.
5. Human Resource Factors.

Q18- What are the 3 major crisis strategies? The 3 most effective crisis communication strategies.

1. Plan Ahead. Create a detailed contingency/scenario plan that outlines every conceivable crisis and appropriate response.
2. Speed Is Key. It's imperative to acknowledge crisis situations immediately.
3. Be Responsibly Transparent.

Q19- Draw the following diagrams.

- A. Crisis management
- B. Crisis management process
- C. Stages of crisis management
- D. Crisis management skills

Crisis management



Crisis management process



Stages of crisis management



Crisis management skills

