



CRISIS MANAGEMENT

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BAD 2023-2024

Definition of crisis:

- ❖ is any event that is expected to lead to, an unstable and dangerous situation affecting an individual, group, in all organization .
- ❖ is anything that has the potential to significant impact an organization.
- ❖ any situation that is threatening or could threaten to harm people or property, seriously interrupt business, damage reputation and/or negatively impact share value.
- ❖ Bad situations or accidents organizations faces it.
- ❖ It is situations that is unpredictable, but is not unexpected.

Elements of crisis

There are several elements we can see at any crisis:

- ❖ A threat to the organization.
- ❖ The element of surprise.
- ❖ A short decision time.
- ❖ A need for real change.
- ❖ There is sense of loss of control.
- ❖ Urgent demands for information are received

Type of crisis

By source:

- ❖ Financial.
- ❖ Technological.
- ❖ Managerial.
- ❖ Economics and legislative.

By time:

- ❖ shortly.
- ❖ Longley.

Crisis life cycle


- ❖ Emerging
- ❖ Growth
- ❖ Maturity
- ❖ Decline
- ❖ Demise



- ❖ The storm breaks.
- ❖ The storm rages.
- ❖ The storm passes.



The Breaking Crisis


- ❖ Control seems to be slipping out of the company.
 - ❖ Lack of solid detail about the crisis. Hard-to-provide information demanded by the media, analysts and others.
 - ❖ For a period of time, everyone loses perspective.
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Spread and Intensification of Crisis

- ❖ Speculation and rumours develop in the absence of hard facts.
- ❖ Third parties- regulators, scientists and other experts – add weight to the climate of opinion.
- ❖ Corporate management comes under intense scrutiny from internal and external groups.



Rebuilding Needs

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