



# CRISIS MANAGEMENT


Mustafa Alsaigh



Cihan University

BAD 2023-2024

# Crisis management steps:

- ❖ preparedness before a crisis: preparedness consists in developing knowledge and capacities in order to effectively anticipate, respond and recover from a crisis, risk assessment constitutes the fundamental first step in preparedness, preparing for crisis requires identifying and analyzing major threats, hazards and related vulnerabilities. Early warning systems based on the detection of these threats serve to activator defined emergency or contingency plans.

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- ❖ Once a crisis actually materializes, the response phase begins: Detection of a crisis may come about through various sources (e.g. monitoring networks and early warning systems, public authorities, citizens, media, private sector, etc.). This permits the selection of appropriate contingency plans and activation of appropriate emergency response networks. Response efforts need to be coordinated, monitored and adapted as the crisis develops through the tactical and strategic oversights of crisis cells at the appropriate levels.


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- ❖ Feedback after the crisis: ultimately, a crisis usually comes to a closure, ending the crisis management phase. bringing a crisis to closure requires clear messages. After a crisis, feedback mechanisms should review in detail the actions taken to limit damages. Drawing lessons from past crisis or disastrous events helps to improve preparedness and response processes. .


# How to create a crisis management strategy

All organizations should have a crisis management policy which is at the same level of importance as the mission statement and business plan.

- ❖ **Determine whether it is a crisis.** This question is important to ask, as there are many situations that go wrong because the right person to handle it is not around. You may be in charge of a project until your supervisor comes back and are unable to contact him during a crisis. You have to make your own decisions in his absence and your action is dependent on the level of authority given.

- ❖ **See the Big Picture.** It is not easy to handle a crisis if you are not aware of all the facts. The final outcome may not be the way you envisage. If your role is a leader, you have to be detached from the emotional side of the crisis and rationally take stock of how to move on. Again, this is not as easy as it sounds as you may have longtime colleagues who are involved in this crisis.
- ❖ **Gather the Relevant Team.** It is important to be able to meet up with the relevant team to discuss about the situation. This is to ensure that the team is able to analyse and make a united stand about handling this crisis. This team should also comprise of the authorities, if the crisis is serious.
- ❖ **Set a Timeline.** You must construct a timeline and ensure that each process scenario is highlighted. This practice will be a check to prevent your team from spending too much time in one aspect of handling the crisis.



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- ❖ **Develop a Procedural Manual.** Is there an organizational situational manual that you can use for this situation? Are you able to recollect the tips that were given to you when you participated in a mock drill?
  - ❖ **Seek External Experts.** You should get external experts to access the situation if the crisis is totally unanticipated. However, you must have had a close-door meeting with your inner circle. This is essential, as you do not want to unnecessarily reveal confidential information to external parties.
  - ❖ **Speak To The Media.** It is important to prepare a press kit which provides a full detailed report about the crisis. If you are comfortable to conduct a press interview, you have to ensure that you have the full details first.

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- ❖ **Fine tune Your Communication Style.** You have to ensure that your communication style is in sync with the crisis. Remember to be forthcoming with reliable information and try not to speculate. This will also ensure that the victims' immediate families do not overly worry. It will also not help if you come across as very emotional in the media as you want to communicate that your organization has everything under control.
  - ❖ **Protect your reputation.** If the crisis involves the loss of lives, it is not unthinkable that your credibility and organisation's reputation is put into question. Assuming that the crisis was beyond your organisation's control, you have to stick to your best judgement and not be led into a debate that may open your organisation to possible legal action.



# The Seven Guiding Principles of an Effective Crisis Management Program

- ❖ Ensure consistent leadership of your program - **Communicate regularly**
- ❖ Empower— **delegate authority**
- ❖ Involve all parties (**domestic and international**) at the right **level and frequency**
- ❖ Understand your risks and address them formally- **disasters will affect everyone: your operations, suppliers, customers, partners, governments, emergency services, health care, utilities, etc.**

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- ❖ Senior management must approve the enterprise-wide prioritization of risks and response strategies
  - ❖ Gain confidence through practice- **Knowledge and familiarity will reduce fear and confusion.**
  - ❖ Keep it simple-**Simplicity promotes better understanding and greater participation**
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THANK YOU