

# CRISIS MANAGEMENT PLANNING

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BAD 2023-2024

# What is a Crisis Management Plan ?

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- ❖ Individuals need to adopt a step by step approach during critical situations. Planning is essential. Getting hyper does not solve any problem, instead makes the situation worse. It is a crime to take impulsive and hasty decisions during crisis. It is essential to think rationally and devise strategies which would work best during emergency situations. Complaining and cribbing lead you nowhere.
- ❖ Crisis Management Plan refers to a detailed plan which describes the various actions which need to be taken during critical situations or crisis.
- ❖ Any plan prepared by superiors, members of crisis management team and related employees to help organization overcome crisis in the best possible way is called crisis management plan.

# Why Crisis Management Plan ?

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- ❖ CMP helps the employees to adopt a focused approach during emergency situations. It gives a detailed overview of the roles and responsibilities of employees during crisis.
- ❖ CMP elaborates the actions to be taken by the management to save organization's reputation and standing in the industry.
- ❖ Individuals representing the crisis management team formulate CMP to reduce the after effects of crisis at the workplace.
- ❖ CMP helps the managers and superiors to take quick and relevant actions as per the situation.
- ❖ CMP protects an organization from inevitable threats and also makes its future secure.
- ❖ Such plans reduce instability and uncertainty amongst the employees and help them concentrate on their work.

# Characteristics of CMP

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- ❖ Crisis Management Plan should be made in the presence of all executives. Every member of crisis management team should have a say in the plan. It is important for each one to give his / her valuable inputs and suggestions.
- ❖ Crisis Management Plan should take into account all identified problem areas and suggest a possible solution for all of them to help the organization come out of crisis as soon as possible.
- ❖ Make sure the plans are realistic and solve the purpose of saving organization's reputation and name.

# Crisis Management Plan Infrastructure

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- ❖ Crisis management team
- ❖ Communication or Crisis Command Center
- ❖ Roles and Responsibilities
  - leaders
  - employees (staff)
- ❖ budget and Equipment
- ❖ Media Area

# Common Mistakes of CMP

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- ❖ Putting news media ahead of employees  
Employees want, deserve news FIRST
- ❖ Lack of comprehensive media strategy
- ❖ Ignoring the “Window of Opportunity”  
once “window” closes it becomes difficult to change perceptions
- ❖ No clearly assigned roles  
Lack of role clarity guarantees confusion; know leaders, doers
- ❖ Limit communication due to litigation fears  
Litigation usually follows adversity
- ❖ Untested crisis plan  
Single most important mistake; also if developed in isolation

# 10 Steps to Proactive Crisis Planning

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- ❖ Review existing policies on crisis communication and management
- ❖ Review guidelines and procedures for implementing policies
- ❖ Review the goals of crisis plans
- ❖ Review crisis team procedures and members
- ❖ Build relationships with community agencies, volunteers and opinion leaders
- ❖ Dialogue with the community
- ❖ Divide planning into manageable sections
- ❖ Prepare tool kit and resource list (“go box”)
- ❖ Determine format and prepare written plan
- ❖ Provide training for all staff



**Thank you**