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TO: Executive Addressed

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RE: Crisis Prevention, Part II: Keeping Your Crisis Communication Management Plans Current

Crisis prevention and crisis preparation planning are complimentary concepts. They both revolve around identifying the people-stopping, product-stopping and show-stopping issues or incidents that, by their very definition, can shut down all or part of the business. Crisis preparation includes crisis prevention when show-stopping problems are examined, and crisis problems are resolved so the opportunity for a substantial disruption is remediated or removed.

We conclude this crisis prevention series with two of the most important realities of crisis prevention:

Reality #5: Crisis prevention is the most challenging aspect of crisis planning. It's relatively easy to identify and plan for events that can logically disrupt the organization. It's very difficult to generate interest in planning for things that are unlikely to occur. Good crisis prevention involves exposure management techniques that spot problems early on and trigger preparations to respond and actions to eliminate or manage new threats before they occur.

Reality #6: The five most important crisis communication plan management updating procedures involve:

- Ongoing preparation with annual simulations. An untested plan is an unworkable plan.
- Sharing critical crisis communication experience case studies.
- Useful right way/wrong way video-based, situation specific refresher programs.
- Interpreting and packaging as case studies other organization's crises in terms of how your organization might respond if faced with a similar difficulty.
- Crisis prevention/exposure management processes as an ongoing threat reduction activity.

These updating processes are structured to fall relatively evenly across a three-to-four year time track. Two are ongoing. All are absolutely useful, worthy of senior management's time and interest, and will encourage a contingent thinking mentality within your organization.

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