OVERVIEW

Crisis philosophy

Crisis management phases

Definition

Response strategy and formula

Tabletop practice session
Crisis Management is a Process
PHILOSOPHY:

Crisis Management helps:
- Identify vulnerabilities
- Provide guidance for decision-making
- Instill confidence
- Lower impact of post-issue challenges
CRISIS MANAGEMENT PHASES:

**Before:**
- Preparation
- Detection
- Prevention

**During:**
- Containment

**After:**
- Recover
- Re-evaluate
CRISIS MANAGEMENT ICS:
A CRISIS IS...

an emergency situation that develops suddenly, escalates quickly and poses a significant threat to the reputation, credibility, operations or even the viability of your organization.
ICE APPROACH

**STEP 1: IDENTIFY**
Is it a challenge or a crisis?

**STEP 2: CATEGORIZE**
What is the threat level?

**STEP 3: ENGAGE**
What is the appropriate response?
A Challenge:
Is isolated to a particular unit or employee.

May be a recurring issue internally or a common municipal challenge.

Can be dealt with by communicating personally, privately and/or directly.

Has low social media implications.

A Crisis:
Damages the credibility of entity both internally and externally.

Involves multiple stakeholders.

Has a volatile emotional component with viral potential.

Has national news relevance.
ICE APPROACH

CATEGORIZE

High Threat: Issues in this category require high level administrator involvement.

Moderate Threat: Assess, upgrade or downgrade based on gravity of issue.

Low Threat: Watch and see; monitor and work with teams on consistent evaluation.
Crisis Response Team

Core Team:
City Admin.
Communications
Legal

Mayor
Council

Dept. Lead

Finance

HR

IT

Social Media
4 Keys to Response

- **Medium**: Website, Social Channels, Email, Traditional Media
- **Message**: Concern, Clarity, Confidence, Control
- **Messenger**: Appropriate, Practiced, One Voice
- **Audience**: Leadership, Employees, Public, Regulators
ICE APPROACH

Message Formula

\[ M = E + S + A \]

**EMOTION**
How do you feel about this?

**SITUATION**
What is the latest update?

**ACTION**
What steps are you taking for improvement?
TABLETOP EXERCISE

Phase Two
TABLETOP EXERCISE
Feedback & Questions
THANK YOU