



One Minute Crisis Brief

How to navigate a crisis and protect your firm's reputation, while building your own

Name of the issue/plant/incident

The Issue or incident

Describe what happened, where, when and who was involved

Context

Why does this matter? What else is at play? Why did this happen now?

For example: we have a board meeting later this week; we have poor labor relations in that country; legislative changes are planned; there are elections next month

Reputation Risks

What risk does this issue pose for our company?

What impact could this have longer term?

Are there any opportunities in addressing this risk well?

Actions

What are we doing? What is our team on site doing?

Public Statement

What we will say if asked or what we will post to our website and share with staff

Talking Points

Attached, to explain further as necessary

Social Media Holding Lines

Twitter length statement.

Communications Contact

Name, title location, email, phone