



Communications Strategies to Successfully Manage a Crisis

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Traditional v. Crisis Comms

Traditional communications **builds** your
reputation among potential customers

Crisis communications **protects** that reputation
when something goes wrong.



Why Reputation Matters

Value of Reputation

It's what convinces potential customers that you are worthy of their time and money.

SMB Impact

Relationships matter more when you're small. Customers do business with you because they trust you. Protect that trust at all costs.



Threats to Your Reputation

Vulnerabilities

- Consumer Data
- Strategy Documents
- Intellectual Property
- Personal Emails
- Customer Access

SMB Impact

You may not be the target. You may just be the door.



Strategic Approach

Focus on maintaining relationships.

Do right by your customers.

Everything else will fall into place.



Planning

Team, Tools and To-Do Lists

Who needs to be in the room?

What will save you time?

What has to get done?

SMB Impact

You don't have to navigate alone. Let someone help you.



Training

Don't show up cold on game day.

Realistic, scenario-based trainings

Everyone should understand everyone else's role

Don't forget communications and social media

SMB Impact

Everything doesn't have to be a massive effort.



Response

Remember the 3 C's – Clear, Contribute, Consistent

Choose your response based on incident specifics

Identify audiences

Draft messaging

Deliver appropriately

SMB Impact

Remember your strategic objective = relationship management.



Next Steps

1. Start asking the right questions
2. Build a comprehensive plan – or asses the one you have!
3. Shift mindset from “security” to “resiliency”



Questions?

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