

CRISIS COMMUNICATION STRATEGY TEMPLATE

Crisis happens, unexpectedly! These are the steps you can take in advance to take control of any crisis within your organisation:

STEP 1: Identify the Crisis Communications Team

The CEO or Managing Director should ideally lead the Crisis Communication Team, with the Corporate Communication or PR Head and the Legal Counsel as primary advisers.

Other members of the team should include heads of divisions, departments, and/or units who should be identified to be a part of your organisation's Crisis Communications Team.

CRISIS COMMUNICATIONS' TEAM		
NAME & TITLE	ROLE & RESPONSIBILITY	CONTACT INFORMATION (must include mobile number)

DISCLAIMER

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STEP 2: Identify Spokespersons

The potential spokesperson(s) should be an authority/decision maker within your organization and/or a subject matter expert. Your spokesperson(s) should be trained in advance to manage stakeholders from various channels of communications, both internal and external, and the media.

CRISIS SPOKESPERSONS		
NAME & TITLE	EXPERTISE	CONTACT INFORMATION (must include mobile number)

For the complete CRISIS COMMUNICATION STRATEGY TEMPLATE, MANUAL, AND SPOKESPERSON TRAINING, please [CONTACT US](#)

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