

Keeping the Wolves at Bay The Global Challenge in 2007

Presentation to ASTA 2007
By Jonathan Bernstein
Bernstein Crisis Management LLC



What Is a Crisis?

- Serious threat to life, limb and/or property
- Significant reputation threat
- Major business interruption
- Negative impact on share value

**HOW DO WE IMPROVE
OUR CRISIS RESISTANCE?**



Vulnerability Audits


Business Interruption

- If you were unable to operate out of your primary place of business, would everyone know where to report for work tomorrow?
- If you lost the services of any critical vendor, do you have a backup?
- Do you have drills to simulate crises that could interrupt business?



Vulnerability Audits Security

- If I emptied 10 trash cans around your office, would I find material you probably wouldn't want to see in the hands of competitors or the media?
- If you had a disgruntled former employee, could he or she relatively easily access your premises and/or your computer systems?
- If I wandered around your offices right now, would I see confidential material exposed on computer screens, on desktops or at copiers and fax machines?



Vulnerability Audits

Disaster Preparedness

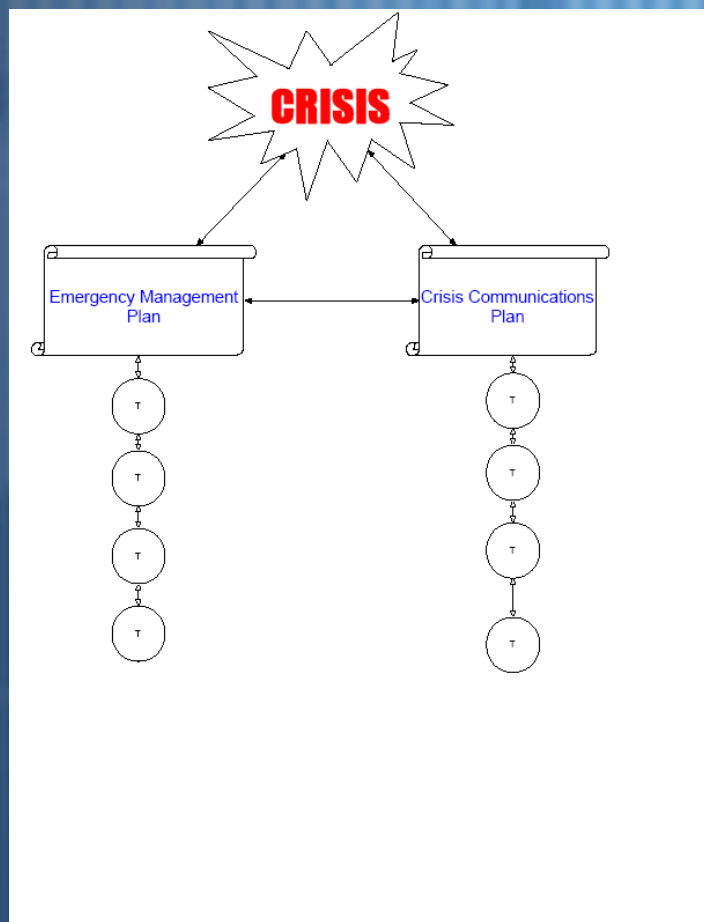
- Do you have disaster response plans?
- Are employees trained and drilled with those plans on a regular basis?
- Are employees assisted with disaster prep for their homes?
- Have you coordinated your planning with emergency response agencies?




Planning

- Assess existing plans (crisis document audit)
- Analyze findings of vulnerability audit and crisis document audit
- Create emergency management and crisis communications plans

Improving Our Crisis Resistance





Training

- Orientation and plan refinement training
- Crisis drills – tabletop exercises through full-scale exercises
- Refine plans and procedures further based on drills



The Biggest Mistakes in Crisis Communications

- 1. Play Ostrich**
- 2. Only start work on crisis after it's happened**
- 3. Let your reputation speak for you**
- 4. Treat the media like the enemy**
- 5. Get stuck in reaction mode**
- 6. Use language your audience doesn't understand**



The Biggest Mistakes in Crisis Communications

- **Address only issues, ignore feelings**
- **Make only written statements**
- **Use best-guess damage assessment**
- **Do the same thing over & over again expecting different results**
- **Try to spin versus positioning**



Six Tenets of Crisis Communications

- Prompt
- Compassionate
- Honest
- Informative
- Interactive
- Communicated with attitude



Crisis Communications 2007

- Internet savvy
- Integrated planning
- Global approach
- Litigation-preventive and reactive
- Includes training and testing

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