

## Secure Solutions Consulting's *5 Minutes to Better Preparedness*

### Stay Calm and Speak Wisely! - Emergency and Crisis Communication

The time will come when you are faced with a situation which may impact the security and safety of your employees and your business. It could be an Emergency or it could be a Crisis. In either case, communications become essential for effective management of the problem.

**Emergency Communication is communication which can be classified as *directing and reporting*.** Its purpose is to deploy resources and provide information on an immediate basis to assess a specific incident, to execute developed plans and protocols for addressing it, and to keep appropriate leadership personnel informed about its status so that additional actions can be taken or additional resources deployed. Emergency Communication must quick, concise, and adaptable to sudden changes in the matter being managed.

#### **Emergency Communication – Things to Think About**

- ✓ Do I have an *Incident Command Protocol*?
- ✓ Are my *Emergency Response Procedures* up to date?
- ✓ Have I verified my ability to communicate anywhere in the building?
- ✓ Have I verified my ability to communicate anywhere on the grounds?
- ✓ Are my call lists current?
- ✓ Do I have multiple communications technologies (phone, email, mass messaging)?

**Crisis Communication is communication which can be classified as *informing and assuring*.** Its purpose is to publically inform your stakeholders (employees, visitors, customers, vendors, shareholders, the community, etc.) what you know, what you are doing and what they can expect. Crisis Communication must be timely, truthful, authoritative and accurate. It can evolve as the impact of any situation becomes clearer, causes are understood, responsibility is determined, preventative measures are put in place, etc. Effective Crisis Communication is your single most important ally in preserving reputation, trust and integrity.

#### **Crisis Communication - Things to Think About**

- ✓ Do I have a *Crisis Communications Team*?
- ✓ Have I developed crisis specific communication templates?
- ✓ Do I have primary and secondary spokespersons with crisis communications training?
- ✓ Do I have media contact information and a “friendly” media contact?
- ✓ Have I established a relationship with a crisis communications consultant?
- ✓ Have I designated an area for the Press?

***Secure Solutions Consulting can help you develop a complete security and safety program for your business, including Emergency and Crisis Communication plans.***