**Crisis Communications Planning – Checklist**

On a scale of 1-10, where 1 is strongly disagree and 10 is strongly agree, how far do you agree with the following statements about your company?

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| **Pre-Crisis** |
|  | **Mark out of 10** | **Action we can take to improve our score** |
| **If a crisis hit today, we would be ready to communicate to all our internal and external stakeholders with tailored, targeted messages.** |  |  |
| **We rehearsed a crisis scenario within the last 12 months – either physically or table top.** |  |  |
| **Our senior leaders / spokespeople have been media trained in the last year.** |  |  |
| **We have a clear system for deciding what triggers a crisis response – whether it’s an actual event, perception of the company, damage limitation, prevention or reputation management.** |  |  |
| **Our clients are aware of our crisis procedures, so too are our devolved or overseas offices and our supply chain.** |  |  |
| **During a Crisis** |
|  | **Mark out of 10** | **Action we can take to improve our score** |
| **We have a clear crisis “command centre” (including out of hours and virtual) where decisions are made and messages agreed.**  |  |  |
| **We are clear on who forms a crisis team and on each person’s role within the team.** |  |  |
| **We have a robust system for monitoring / analysing social media coverage and sufficient resource to respond.** |  |  |
| **We have pre-scripted, targeted messages covering different crisis scenarios which can be used or adapted whenever a crisis arises.** |  |  |
| **We know what workstreams can be altered, pulled or changed in the event of a crisis.** |  |  |
| **Post-Crisis** |
|  | **Mark out of 10** | **Action we can take to improve our score** |
| **We have clear systems for learning from a crisis and communicating what we’ve learned to our stakeholders.** |  |  |
| **When we look back on a crisis, We can be sure that we will have:** * Admitted responsibility (if appropriate)
* Acted with openness and transparency Talk straight
* Made things right with clients Changed our corporate culture if required
* Fixed the problem
* Acted with honesty and integrity
* Been clear about the extent and nature of the problem
* Showed authenticity
* Referred to our wider purpose as a company
 |  |  |
| **We have enough resource to allow us to work on rebuilding confidence / finding solutions even as the crisis is unfolding.** |  |  |
| **We understand what rebuilding Trust means in our business.** |  |  |
| **We can be confident that dealing with a crisis would help to make our company even more resilient. Resilience is a core company value.** |  |  |
| **Total score (out of 150).** |  |  |