



5 Steps to Crisis Recovery Planning

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The Stages of a Crisis

- (1) Warning
- (2) Risk Assessment
- (3) Response
- (4) Management
- (5) Resolution
- (6) Recovery



Maintain Focus

“As you wander on through life my friend, whatever be your goal, keep your eye upon the donut and not upon the hole.”

Unknown

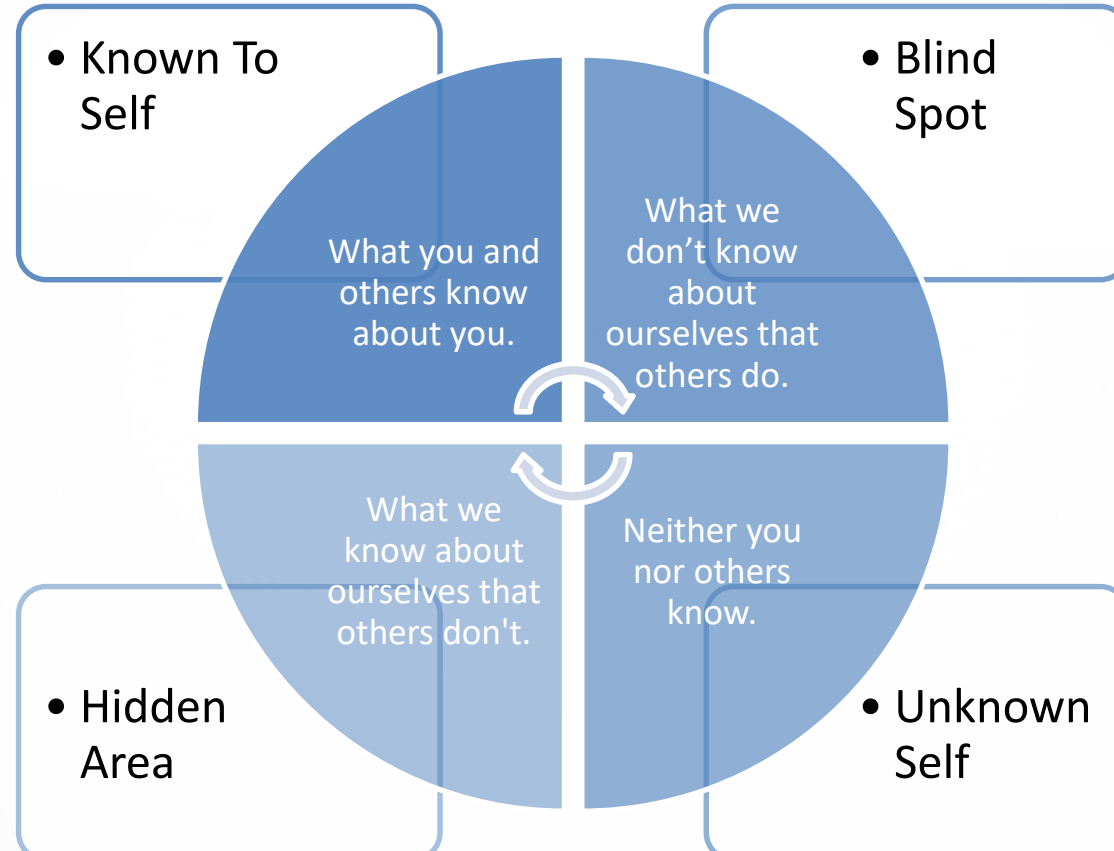


The Leader's Role in a Crisis:

1. **Lead decisively.** Refrain from ignoring ongoing threats for fear of making mistakes.
2. **Frame and reframe the crisis.** Embrace new information as it comes in.
3. **Actively communicate.** Use both push and pull methods of communicating with your audiences.
4. Maintain a mindset of being **radically flexible**. Prepare for the unexpected.
5. **Drive towards credible intelligence.** For objective and actionable information, carefully consider multiple viewpoints from the right sources.



Leadership Through Johari's Window





5 Steps to Successful Crisis Recovery



Stage 1

Recognize the acute crisis has ended, time for a shift to recovery mode, and Crisis 2.0



Stage 2

Recalibrate activities, how do we prioritize?

- What can/should we stop doing?
- How do we add value?
- In which areas can we press the 'easy' button?
- How are we assessing and addressing our technology needs?



Setting Priorities

- Goal: 6 months from now?
- Mission: What are the activities to getting there?
- Strategy: What path will we take?



Setting Priorities

- What **Must** we do? Activities we **MUST** do to be successful.
- What **Should** we do? These are non-essential activities that could lead to our goal.
- What's **Nice** to do?



Are you setting the **right** priorities?

	Urgent	Not Urgent
Important	<p>1) We spend our time on:</p> <ul style="list-style-type: none"> • Crises • Pressing problems • Deadline-driven projects, meetings, preparations <p>(25%-30% of our time is spent here)</p>	<p>2) We spend our time on:</p> <ul style="list-style-type: none"> • Preparation • Prevention • Values clarification • Planning • Relationship building • Needed relaxation • Empowerment <p>(10%-15% of our time is spent here)</p>
Not Important	<p>3) We spend our time on:</p> <ul style="list-style-type: none"> • Needless interruptions • Unnecessary reports • Unimportant meetings, phone calls, mail • Other people's minor issues 	<p>4) We spend our time on:</p> <ul style="list-style-type: none"> • Trivia, busywork • Some phone calls • Time wasters • "Escape" activities • Irrelevant mail • Excessive TV watching • Excessive relaxation <p>(55%-60% of our time is spent here)</p>



A. In what ways can you reduce the amount of time you spend in quadrants 1, 3 and 4 and redirect them to quadrant 2?

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B. To what extent, can you delegate work in quadrants 1, 3 and 4?

C. Next, ask yourself is it that you can't or that you won't?

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Stage 3

Repair reputation, articulate an outreach strategy for key stakeholders.

- How do we show we are there for our key stakeholders?
- Now is not the time to leave us, we aren't leaving you.
- Here are tools and resources to make your life/work easier.
- Tips for success?
- Create virtual communities (live calls/webinars) around important topics.



Stage 4

Redirect negative dialogue, preempt with positive programming and communication.

- Communicate more, not less.
- Accentuate the positive.
- What are emerging best practices?
- What resources are available?



Are Your Leaders *Scrutiny* Ready?

- How are they handling the stress?
- What is their level of experience in crisis situations?
- Who is supporting you/them?



Stage 5

Reinvigorate brand values and the stated social contract.

- Focus, focus, focus on value.
- Everyone is focusing on COVID, you can't afford not to.
- Share resources with other organizations.



Build and Strengthen Important Relationships

- Community leaders.
- Local and national media.
- Government and political leaders.
- Community at large.



Support Leaders and Staff

- What training resources are available?
- Authenticity and genuine concern are priceless.
- Build the image of key leaders.
- Stage crisis readiness simulations.



The Stages

- **Recognize** the acute crisis has ended, time for a shift to recovery mode. Crisis 2.0.
- **Recalibrate** activities, how do we prioritize?
- **Repair** reputation, articulate an outreach strategy for key stakeholders.
- **Redirect** negative dialogue, preempt with positive programming and communication.
- **Reinvigorate** brand values and the stated social contract.



What **questions** do you have?

Lead with INTENTION, PRESENCE AND IMPACT

I equip executives and organizations to
Lead with Intention by closing the divide
caused by conflict to promote
collaboration, and communication;
creating leaders with **Executive Presence**
and organizational success.

Thank you!



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