

## Crisis leadership response checklist

Almost every organization has had to or will need to manage through a crisis. The question for companies today is not if a crisis will happen, but whether your company is prepared to respond when it does.

Are you ready to lead your organization through a crisis? The checklist below provides some considerations to assist you in preparing for a crisis and to guide your response during a crisis. To further assess your company's crisis response readiness please complete the crisis-readiness assessment.

Prepare	✓
Identify internal and external factors that make the company susceptible to particular types of crises.	
Develop internal and external monitoring systems to detect a developing crisis early. For example, internal monitoring mechanisms can include an anonymous reporting system or systematic check-ins with key employees about potential issues that could spur a crisis. External reporting systems monitor key industry news or other topics to assess whether external factors are increasing the risk for a crisis.	
Create and communicate confidential internal crisis reporting system with clear, prompt escalation procedure.	
Develop internal "rating" tool with pre-agreed factors to evaluate level of response needed for a developing crisis.	
Identify and train internal Crisis Leadership Team(s). Depending upon the nature of the crisis and the particular business unit(s) in which the crisis occurs, you may need to assemble different Crisis Leadership Teams.	
Deploy regular crisis / incident prevention, procedure and protocol training to key stakeholders.	
Prepare a regulator / law enforcement authority reporting strategy.	
Identify external counsel and other expert adviser engagement protocol.	
Identify preferred vendors and vendor engagement protocol for specific needs, such as data preservation, crisis communications, and other immediate needs.	
Prepare attorney-client privilege protocol to make sure privilege is not waived by non-lawyers during incident response.	
Devise business continuity plan in the event that crises cause a business interruption.	

Create, review and test a Crisis Leadership Plan setting out the above.

Draft a stand-by statement for public release and FAQs that can be quickly adapted to a developing crisis.

## Act



Alert internal Crisis Leadership Team and, where necessary, external counsel and other expert advisers.

Activate regular and clear reporting channels.

To the extent possible, stop or contain source of crisis in order to prevent/mitigate any further damage to the company and, where necessary, to protect the safety of your staff/the wider public.

Engage emergency fact-gathering process including employee interviews and document collection.

Deploy data collection, preservation and production protocol.

Deploy internal and external communications strategy (including social media control protocol) and maintain one voice.

Assess need for / determine scope of internal investigation or fact-finding.

Assess self-reporting obligations to government entities, key stakeholders such as lenders and investors, and key business partners.

Deploy, where necessary, regulator / law enforcement authority reporting strategy.

Be ready for on-site law enforcement and regulator visits.

Deploy business continuity plan.

Deploy reputation management procedures.

## Learn



Debrief with Crisis Leadership Team and other key internal stakeholders.

Review efficacy of Crisis Leadership Plan.

Review internal crisis prevention training.

Review the company processes around the underlying cause of the crisis.

Conduct root cause and failure analysis of underlying issue.