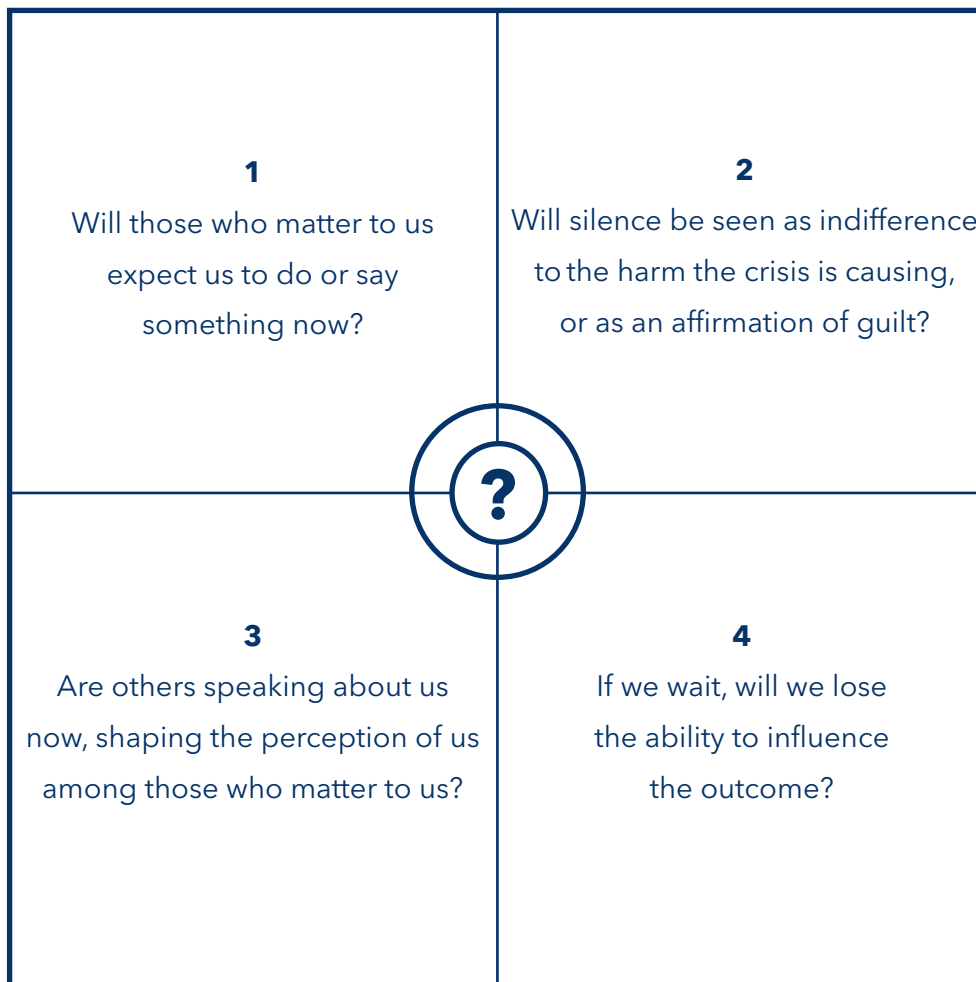


The single biggest predictor of harm in a crisis is the perception of not caring. Every stakeholder expects the organization to care. Time is the enemy in a crisis, so delays in demonstrating care cause trust to fall. That is why knowing *when* to engage stakeholders is essential to effective crisis response.

THE FOUR QUESTION TEST

provides the decision criteria needed for determining when to engage:



If the answer to any one of these questions is yes, engage stakeholders now.