

Time is the enemy in a crisis; silence from the organization in crisis allows more time for rumors and misinformation to spread. A standby statement that includes the below five categories allows the organization to seize the first mover advantage, maintain stakeholder trust, and protect itself in future litigation.

- |  |   |   |  |   |
|--|---|---|--|---|
| <p><b>1 Acknowledgement</b><br/>A statement of awareness that something happened</p> | <p><b>2 Empathy</b><br/>An expression of sympathy for victims, when present</p> | <p><b>3 Values</b><br/>A declaration of the organization's values</p> | <p><b>4 Approach</b><br/>A summary of the actions taken or to be taken</p> | <p><b>5 Commitment</b><br/>A declaration of future expectations</p> |
|--|---|---|--|---|

**1 ACKNOWLEDGEMENT**

*What happened?*

---

---

---

---

---

---

---

---

**2 EMPATHY**

*How does the organization feel towards those affected?*

---

---

---

---

---

---

---

---

**3 VALUES**

*What does the organization care about?*

---

---

---

---

---

---

---

---

**4 APPROACH**

*What has the organization done or what will it do?*

---

---

---

---

---

---

---

---

**5 COMMITMENT**

*What can the organization's stakeholders expect?*

---

---

---

---

---

---

---

---