



OPERATIONAL READINESS

Strategy is a process of ordered thinking; of thinking in the right order. The key to achieving operational readiness is to behave in goal oriented ways that focus on the outcome. This is achieved by starting from the beginning, keeping the goal in mind at all times.

The Crisis Planning Template

helps organize priorities in a crisis, leading to faster and more effective decision-making. The plan is organized into three sections:






- 1 The Crisis Analysis
- 2 The Crisis Action Plan
- 3 The Crisis Communication Plan









1 The Crisis Analysis

is the strategic starting point of crisis readiness. It identifies the problem by assessing the situation and breaking it down into its simplest parts.

-  1A DEFINE THE CRISIS
-  1B ASSESS RISKS
-  1C PRIORITIZE SCENARIOS
-  1D UNDERSTAND STAKEHOLDERS
-  1E GATHER ADDITIONAL INFORMATION


2 The Crisis Action Plan

outlines how to protect or restore an organization's competitive position before, during, or after a crisis.

-  2A SET ORGANIZATIONAL GOALS
-  2B DEVELOP STRATEGIES
-  2C DETERMINE TACTICS
-  2D EXECUTE + EVALUATE

3 The Crisis Communication Plan

is the process of engaging stakeholders to restore or maintain their trust and confidence before, during, or after a crisis.

-  3A SET COMMUNICATION GOALS
-  3B DEVELOP STRATEGIES
-  3C DRAFT MESSAGES
-  3D SPECIFY AUDIENCES
-  3E DETERMINE TACTICS
-  3F EXECUTE + EVALUATE