



DECISION CRITERIA: WHEN

To respond effectively to a crisis, rigor must be applied to considering when to take action. This rigor starts with understanding the patterns of what works, and what doesn't, and why.

There is one pattern that explains why speed is essential to effective crisis response:

THE FIRST MOVER ADVANTAGE

Whoever is first to define:

THE CRISIS

THE ORGANIZATION'S MOTIVES

THE ORGANIZATION'S ACTIONS

WINS



If an organization is first to define the nature of the crisis, its motives, and its actions, **the result is it will likely demonstrate caring.** Capturing the first mover advantage also deprives the organization's adversaries of the chance to form a harmful narrative against the organization.



Time is the enemy in a crisis – which is why speed – the consistent ability to be effective in a timely way – is essential.

The Golden Hour

explains a key concept in timeliness when the first mover advantage is no longer available.



The Golden Hour concept is adopted from the medical community. It explains how even small delays in receiving treatment have an outsized impact on a person's ability to recover or survive.

Applied to crises, this explains why the longer it takes for an organization to respond the more self-inflicted harm is committed because silence can be interpreted as guilt or indifference.