



## OPERATIONAL READINESS: THE ACTION PLAN

**Operational readiness means making the hard decisions before the stress of a real crisis sets in.** This decision-making process is laid out in the three-part Crisis Planning Template: the Analysis, the Action Plan, and the Communication Plan.

### The Crisis Action Plan

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



In crises, actions speak louder than words. Crises are solved by taking responsible action, then communicating effectively. It is critical to align words with actions because **words and actions need to be consistent and mutually reinforcing** for the response to be effective.



To protect or regain its competitive position, an organization must first identify its reasonable stakeholders' expectations (in the Analysis), then take action to fulfill these expectations.

## 2 The Crisis Action Plan



### 2A SET ORGANIZATIONAL GOALS

*What are the outcomes we hope to achieve by responding to the crisis?*



### 2B DEVELOP STRATEGIES

*In what general groups of ways can these goals be met?*



### 2C DETERMINE TACTICS

*Which specific actions can be taken to fulfill each strategy?*



### 2D EXECUTE + EVALUATE

*What is needed to implement those tactics? How will we know whether we succeed?*

"Everything in **strategy is very simple, but that does not mean that everything is very easy.** Great strength of character, as well as great lucidity and firmness of mind, is required in order to carry out the plan, and not be thrown off course by diversions."



Carl von Clausewitz