

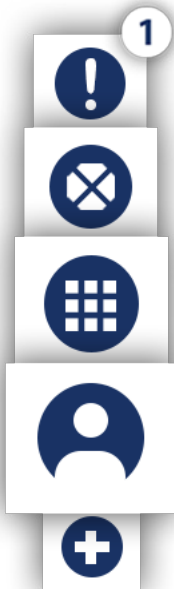


OPERATIONAL READINESS: THE ANALYSIS

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 Analysis

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



The most important steps in the Crisis Planning Template are the first two: **how the problem is defined (1A) and how it is assessed in terms of risk to the organization (1B) inform all following response efforts.** Misidentification here means the following efforts will be wasted.



The greatest value one can bring to a crisis is clarity of thinking. This clarity is achieved by breaking down each phase of the process.

1 The Crisis Analysis



- 1A DEFINE THE CRISIS
What is the actual issue or event?



- 1B ASSESS RISKS
What is the significance of the issue or event?



- 1C PRIORITIZE SCENARIOS
If there are different ways the crisis could go, how likely and impactful is each scenario?



- 1D UNDERSTAND STAKEHOLDERS
Which people and groups will influence or be influenced by the outcome of the crisis?



- 1E GATHER ADDITIONAL INFORMATION
What other information is necessary to guide the crisis response?

“The **beginning** is the most important part of the work.”



Plato