

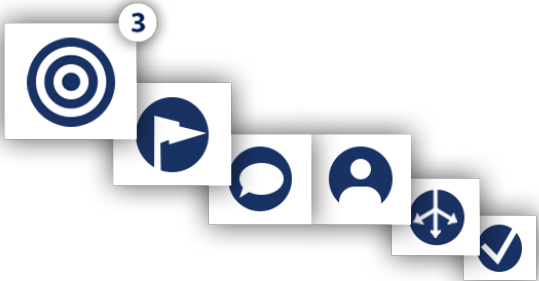


## OPERATIONAL READINESS: THE COMMUNICATION PLAN

**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 Communication Plan

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



Communication on its own is not enough to resolve a crisis. However, **when aligned with smart actions effective communication can act as a force multiplier** by helping accomplish more, better, and faster.



In a crisis, everything communicates: what a company does and how it does it, tells volumes. Effective crisis response consists of a carefully managed process that calibrates smart actions with smart communication.

### 3 The Crisis Communication Plan



3A SET COMMUNICATION GOALS  
*What do we need our stakeholders to do, feel, think, and know?*



3B DEVELOP STRATEGIES  
*In what general groups of ways can these goals be met?*



3C DRAFT MESSAGES  
*What are the three strongest things that can be said which if believed, will cause stakeholders to do, feel, think, and know what we need them to?*



3D SPECIFY AUDIENCES  
*Which groups of stakeholders should be engaged?*



3E DETERMINE TACTICS  
*Which specific stakeholder engagements can fulfill at least one communication strategy?*



3F EXECUTE + EVALUATE  
*What resources are needed to implement these tactics?  
How will success be measured?*