Most of the time it’s Business As Usual. But when a crisis hits, navigating the stormy seas can be THE ULTIMATE TEST of your CREW, your CABIN and your COMMUNICATION CHANNELS.

When the ship hits the fan you still have time to do a PANTCHEK.

- P ublic welfare is the first priority
- A ssemble the facts. Once they are verified, Announce All bad news at once
- N o blame, No speculation, No repetition of negative charges or questions
- T ell your side of the story or Take responsibility
- C are and Concern for those affected – express it sincerely and right at the outset
- H igh-level organization spokesperson – let the public see the crisis has top-level attention
- E nsure that it will not happen again with a solid plan that will generate confidence
- K eep a separate plan for moving daily business ahead

With enough Foresight, Practice and a Recovery Plan, Business as usual is on the horizon