

## **The 12 Steps in Building a Crisis Plan**

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Crisis plan development writing is far from rocket science, and there are many ways and templates to follow in the design, testing and implementation of an institution-wide crisis plan. We advocate the following 12 steps in our plans:

1. Define the crisis communications goals, and segment your audiences.
2. Define likely crises the institution might encounter: What could go wrong, list.
3. Develop the mission, composition and steps for the Crisis Communications Team.
4. When to mobilize the Crisis Team? How and where?
5. Fact-finding: When the crisis hits, gather facts on what do we know, what do we say?
6. How does the institution spokesperson control the message and flow of information? What steps in advance of a crisis do we provide to sharpen your presentation and media skills?
7. What are the myriad strategies and tactics we will use to send crucial information in times of crises to key audiences?
8. How to develop and implement an institutional crisis websites? What are its key components? Who is responsible for the design and activation?
9. Develop crisis website templates.
10. Test the crisis plan: How will you test your plan? When and how often?
11. How do you evaluate your crisis communications plan short- and long-term?
12. Do you need a quick crisis communications checklist to ensure you have followed all steps?

*As always, we welcome your comments and thoughts*

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