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# Crisis Communication



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# ***Guidance for participants***

*Everyone please mutes the mic when you don't speak.*

*When one wants to speak, tell your name or send me an message*

*If you have any questions send me a message on discussion team*

*I let you look the powerpoint presentation on Microsoft universe  
Teams/Business academy/Materials for sharing Student/Crisis  
communication training.*

## *Today's Presentation*

# AN OVERVIEW

### FIRST PART

- 1: What is the crisis communication ?
- 2: What are the different strategy of crisis communication ?

### SECONDE PART

- 3: What is the best crisis communication plan ?
- 4: TASK : crisis communication cases to manage?
- 5: Exemple of CORONAVIRUS SITUATION : used the crisis communication strategy to manage the issue.

# WHAT IS COMMUNICATION ?

**Communication** is simply the act of transferring information from one place, person or group to another.

**Business communication** is used for a wide variety of activities including, but not limited to: strategic communications planning, internal communications, public relations, brand management, customer-client relations, and internal/employee communications.

Different part of **Corporate Communication** :

- Commercial communication
- Publicity
- Public relation
- Intern communication
- Crisis communication

*FIRST PART*

# WHAT IS CRISIS COMMUNICATION ?

**Crise** is any event that is going (or is expected) to lead to an unstable and dangerous situation affecting an individual, group, community, or whole society.

**Crisis communication** is a method of corresponding with people and organizations during a disruptive event to provide them with the information they need to respond to the situation.

**Crisis communication** is used to explain and inform in order to support and maintain control over the crisis.

# FEW TYPES OF CRISIS ?

Technical/Economical

*Products /Services Defects  
Computer Crash  
Bankrupting*

*Major Destruction of the  
Environment  
International Crisis  
Natural Disaster*

Intern

Extern

*Bad Communication  
Illegal Activities  
Workplace Harassment*

*Rumors Terrorism  
Industrial Actions*

Humans/Social

*FIRST PART*

# FOUR STAGES OF ONE CRISIS



## **prodromal stage**

*Crisis not yet known: the first dysfunctions appear*



## **acute stage**

*Everybody knows about it, the media's interested.*



## **chronic stage**

*the media relays the difficulties to the public*



## **resolution stage**

*media disinterest*

# **DIFFERENTS STRATEGIES TO DEAL WITH A CRISIS**

*FIRST PART*



# 1 Acknowledgement

*D. HEIDERICH*

*Accept the crisis, if the press reveals the crisis by anticipating the company, it is because the company's communication is poor and the crisis no longer belongs to it.*

*Be clear and firm in the communication*

## **Solutions:**

*Limit the crisis*

*Recognize responsibilities*



*FIRST PART*

# 2 The lateral project

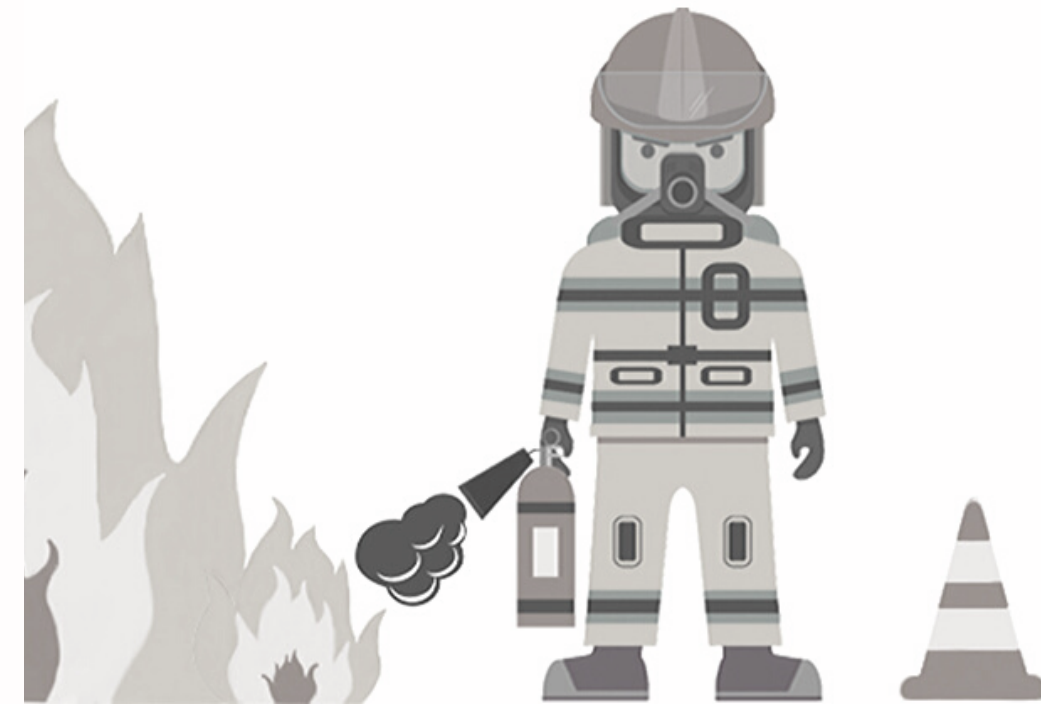
*T.LIBAERT*

Change the angle of view

But it must be able to be based on reality and concrete facts in order to succeed in shifting the focus of the debate.

**Solution :**

Find another person/organization to blame



*FIRST PART*

# 3 The rejection

*D. HEIDERICH*

Affirm that there is no crisis  
This is a posture that the company must be able  
to hold because they haven't to communicate,  
they have to stay mute until the crisis gone.



*FIRST PART*

Look team discussion to know at what time we restart- BREAK 15min

**COFFEE BREAK**

# **BEST CRISIS COMMUNICATION PLAN**

*SECONDE PART*

# LET'S WATCH A VIDEO ABOUT...

"the 3 thing we need to know about communication crisis"

<https://www.youtube.com/watch?v=koC7nCMqPhg>

**TASK :** watch the video and reflect 15min  
Look team discussion to know at what time we restart

# **BEST TIPS FOR STRONG CRISIS COMMUNICATION**

*SECONDE PART*

# Anticipate a crisis

## *1: CREATE A PLAN*

have the commitment of everyone

## *2: CREATE A CRISIS TEAM*

several persons from several services

## *3: PREDICT CRISIS*

prepare what type of crisis the organization can have

## *4: IDENTIFY STAKEHOLDERS*

make a list of all stakeholders



**The well-being of the  
victims or the population  
is a priority.**

*To sincerely and empathetically express concern for those affected by the  
crisis as soon as you speak.*

**Gather all the facts about  
the crisis and verify  
them.**

**Avoid accusations and speculation. Language is important.**

**Sharing our side of the  
story or taking  
responsibility for it**

**People who speak up in the company need to be recognized. The crisis is being managed at the highest level.**

The choice of the spokesperson demonstrates the mobilization in the company.

# Reassuring that "it won't happen again" Rebuilding trust.

Public opinion accepts that the crisis is coming but does not accept that not everything has been done to prevent it.

**The importance of the  
communication strategy:  
Good preparation is  
called "media-training".**

# After a crisis

## MAKE AN ASSESSMENT

*We learn from the crisis, what we could have improved, whether we could have been better prepared, whether the teams were effective.*



# After a crisis

## *EVALUATION*

Assess the impact that the crisis has had on the organization and its reputation.

## INFORMATION

Communicate with stakeholders, explain what has happened

## RECONSTRUCTION

Reconstruction of the territory and support for victims

## IMPROVEMENT

Improve the existing system(s)

## ACKNOWLEDGEMENTS

Always have a thought and a word of thanks for these dedicated staff.

# **CRISIS COMMUNICATION CASES TO MANAGE**

*SECONDE PART*

# Task

*I will explain you different crisis communication situation and you will have to create a strategy to manage the crisis. 40 min preparation - 5 min by group presentation*

*1: You will can used all of what we had speak during the training. But don't hesitate to take liberty with the fictional story, be creative and inventive !*

*2: You will be by group and you will create a powerpoint presentation to explained your strategy. I advice you to create your own online discussion with your team and go to own web-based tools for collaborating and sharing like padlet or Google slide.*

*3: Choose one of the 3 strategies of crisis communication for your case and describe it. Explain what you will say to your customer, to the press, your stalk-holders and social media. Explain your communication strategy over time.*

*4: Explain what do you learn about this crisis and how you should do next time : anticipate ...*

# Situation 1

*You are a painting company: PaintPlus. You receive the third complaint against you because of your painting: A building painter accuses your painting of giving him cancer.*

*The media is getting involved, your company is in crisis. Your product is judged to be cancerous. How will you manage this crisis?*

# Situation2

*You are the director of a drug factory: Safelife. The town hall of the town in which you are located accuses you of dumping your products into the village river and contaminating the entire population and the fauna and flora. The media gets involved, the inhabitants call you a murderer, your business is in crisis. How will you manage this crisis?*

# Situation3

*You're the director of a mobile phone company. Rumors on the internet are exploding: You are accused of recording phone conversations with your devices. The media gets involved, consumers call you a crook and your sales plummet: your company is in crisis. How will you manage this crisis?*

**EXAMPLE OF  
CORONAVIRUS  
SITUATION : USED THE  
CRISIS  
COMMUNICATION  
STRATEGY TO MANAGE  
THE ISSUE.**

# LET'S READ AN ARTICLE ABOUT...

"Communicating Through the Coronavirus Crisis"

<https://hbr.org/2020/03/communicating-through-the-coronavirus-crisis>

TASK : read the article and reflect 15min

Look team discussion to know at what time we restart



**Some want to share their opinion about this article ?**

**The corona virus situation is a real crisis for company so they have to be conscious and take into account the situation.**

**They have to build a real crisis communication strategy to minimize the impact on the company**

*SECONDE PART*

**Thank you all for  
your attention and  
participation.  
I hope you enjoyed it.**



What I learn ?

What to improve ?

What was good ?

What to take in  
action ?

motorola