



Creating a Crisis Management Plan

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Course description

You've likely heard the saying, "Hope for the best; plan for the worst." This could've been written with crisis management in mind. In business, this is about being prepared for worst-case scenarios. In this program, we'll talk about what these worst-case scenarios might be, including the various types of crises that impact organizations. We'll also go over how to plan and coordinate a response to a crisis. This includes having an emergency response plan, a crisis communications plan, and an IT disaster plan.

Types of crises

Define what a crisis is.

List two types of natural hazards.

- 1.
- 2.

Workplace violence is an example of what type of crisis?

Name one example of a technological crisis.

Crisis management planning helps reduce _____, minimize _____, and save _____.

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Emergency response plans

Circle one: Your emergency response plan will be the same for every crisis. **True / False**

Your emergency response plan should detail procedures for protecting people and property during:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

In your emergency response plan, you should have roles for specific individuals. List three examples of emergency roles and what their responsibilities are.

- 1.
- 2.
- 3.

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Emergency response plans (cont.)

The crisis communication plan includes the messages that will need to be communicated to those affected by the crisis. Who does this include?

List two examples of questions that organizations may face from each of the following:

Employees:

- 1.
- 2.

Relatives of employees:

- 1.
- 2.

Customers:

- 1.
- 2.

Reporters:

- 1.
- 2.

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Emergency response plans (cont.)

A good crisis communication plan accomplishes four key goals. Those are:

- 1.
- 2.
- 3.
- 4.

What is the crisis communication team responsible for?

Your information, hardware, software, and programs are all at risk of what four possibilities?

- 1.
- 2.
- 3.
- 4.

The first thing to include in an IT disaster recovery plan is _____ on hardware, software, and data.

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Emergency response plans (cont.)

What five questions should you ask and then document the answers for, regarding your hardware, software, and data?

- 1.
- 2.
- 3.
- 4.
- 5.

The IT plan should implement data backup and recovery procedures. The _____, _____, and _____ of data backups should all be addressed in the plan.

What's an example of an IT contingency plan?

Everyone on your emergency response team should be trained in what?

All employees should be trained on _____ procedures.

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Emergency response plans (cont.)

Define a walk-through, as it relates to emergency response team members.

How does a full-scale drill work?

What does testing reveal?

Application Questions

1

Describe your organization's crisis communication plan.

2

What is your organization's response plan, if hacking should occur?

Application Questions

3

Where are the emergency exits in your building?

4

When was the last time an emergency response drill was held in your organization? How did your employees do?