

It Can Never Happen Here:

*Responding to a
Workplace Catastrophe*



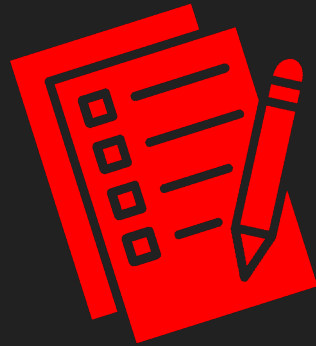
BY COMPLETE PR

Why am I here?



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You can't plan for everything, but that doesn't mean do nothing.



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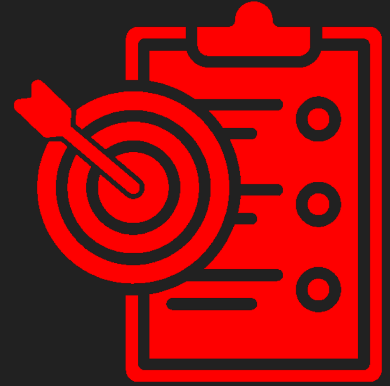
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Why?

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- Escalation of Crisis
 - Creates mistrust
 - Causes confusion
 - Delays closure

What should your **GOAL** be?

- Tell the truth
- Minimize damage quickly
- Protect your brand
- Remedy/Success



How and why of a Crisis Plan

- Involved media relations, human relations and legal. (don't create in a vacuum)
- Don't get hung up on canned messaging.
- Focus on who, when and where messages get out.
- Practice, and update.
- Remember to have a plan for success.

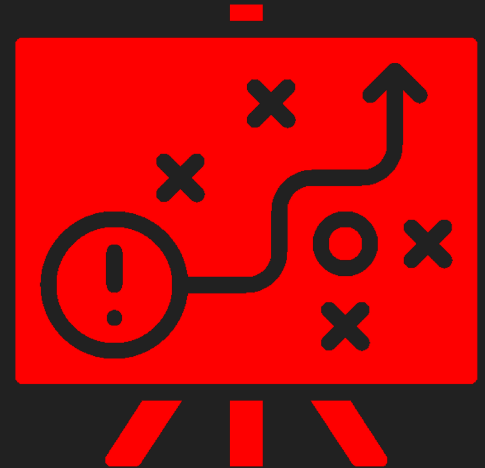
Crisis Communications in the modern age

The Good, the Bad, and the Really Bad

- Social media is your biggest asset and biggest hindrance.
- Don't panic. Stick to the Plan.
- Don't let it linger.
- The public is worse than the traditional media.
- 99% of crises don't even last 24 hours in the news cycle.

Final Thoughts

- A plan is no good if you don't read it.
- Be proactive. Good news builds a reputation.
- Don't overlook issues.
- It will pass.



Any Questions?

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