

Crisis Communications: The 5 Key Challenges & a Simple Solution



one

Dependency - Large corporations rely on their Business Continuity plans for their survival. At their heart, the effective execution of those plans (or their rehearsal) rely heavily upon communications. Where the loss of communications infrastructure can itself be the cause of a continuity crisis, it is vital to have an independent means of establishing command and control of the situation through reliable alternative communications.

two

Keeping Records - manual methods do not leave audit trails, which may be useful, if not compulsory, for corporate compliance purposes. While individual users of electronic systems can keep their own records, what is needed is a safe, centralised record that all authorised users across the enterprise can access and review and generate reports on as necessary.

three

The Need for Speed - For an enterprise's most important activities, there is a recognised correlation between time to recover normal mode of operations and loss of money, or image. BC professionals talk about actions during the "Golden Hour" following a crisis being the most vital.

During that high-pressure initial period, there will typically be a need to communicate lots of information to lots of people. However, the very act of communicating itself swallows up time that can be better spent assessing, reviewing, prioritising and acting to control the crisis and recover operations.

four

Feedback - Communication in a crisis still needs to be two-way. While a control centre may act as the 'brain', it still needs the feedback from the people on the relevant front line as to what is happening. This may be as simple as a confirmation that the message has been received. While manual call cascade approaches may attempt to get a consistent message 'out', they will struggle to get quality information fed back in for better decision-making.

five

Practice, Practice, Practice - The best way to test BC plans is to conduct live tests. In our experience, many organisations shy away from such plan rehearsals, due to the detrimental impact they would have on the business. This becomes a Catch 22 scenario. Senior management may refuse to permit a live test, for fear that it might go badly. The absence of effective tools to facilitate such rehearsals discourages organisations from staging the very events that would improve their preparedness to face the real thing, should it ever occur.

The Simple Solution

Leading global clients buy EmergencyCall to facilitate urgent and crisis communications.

They do not do so for the 99 occasions when they don't need it for their survival, but for the one occasion they do.

It addresses all 5 key crisis communications issues detailed above, and more.

To take the Quick Emergencycall product Tour, visit

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