



CRISIS MANAGEMENT PLAN

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Purpose

Define the purpose of this document. Highlight when this should be referenced and what kind of information will be outlined.

Escalation Framework

Use this framework to determine the severity of a crisis.

In the "description" column, describe what constitutes each crisis level and include a few examples of what that crisis would look like.

In the "action" column, assign individuals or teams to specific tasks or actions to address the crisis and mitigate risk.

Level	Description	Who's Responsible & For What

Incident Response Team

Describe the purpose of this team, why it was assembled and what it is responsible for doing.

Initial Response Team (IRT)

Identify the key players to be informed once the company is aware of the crisis. The list should include the names of the individuals, the team/department those people are members of and how to best communicate to each member. If there is a group email for the team, list that here as well.

Greater Response Team

Indicate which escalation level will involve the Greater Response Team. Also list out the core departments that comprise the team. Teams that make up this group may include the following:

Roles and Responsibilities

Once informed of the crisis – regardless of level – what should each of these departments be responsible for? Add a row to include additional departments relevant to your business.

Team	Contact Name	Roles and Responsibilities

Crisis Management Process

Phase 1: ALERT

Outline the actions necessary to notify the Initial Response Team (IRT) as soon as possible. Sometimes, an employee may be unsure if something is considered a crisis. Designate one person on the IRT for triage purposes and direct employees to contact this team member if they're unsure.

Your alert system can be as simple as an internal chat channel or email alias.

Crisis Management Process

Phase 2: ASSESS

What happens after the IRT is notified? Explain how the team will assess the crisis, gather available information, classify the incident (using the escalation framework on page 4) and prepare to take subsequent action.

Here are some questions to get you started:

Crisis Management Process

Phase 3: ACTIVATE

This is when the plan turns into action. Explain how the IRT will delegate tasks and action items. These could include internal communication, gathering/monitoring information, finding a meeting space, team check-in cadence, etc.

What's Needed	Who's Responsible

Crisis Management Process

Phase 4: ADMINISTER

Determine how the Incident Response Team will continue to assess, address and resolve the incident.

The type, scale, scope and severity of the crisis will determine the response. Tasks include:

- Communication to employees, stakeholders and customers (if appropriate)
- Developing a timeline
- Seeking external legal or technical assistance
- Moderating and responding to media (if appropriate)
- Updating your crisis communication plan

This box should address the long-term and short-term steps for any level of crisis.

What's Needed	Who's Responsible

Crisis Management Process

Phase 5: ADJOURN

Once the immediacy of the crisis is handled, regroup as a team to go over your process for crisis management, response and communication. Consider what changes should be made and update this plan.

We recommend someone takes point on documenting the process for any crisis, along with successes, learnings or shortcomings. The team should work together to grade themselves on how the situation was handled and where there is room for improvement.

Finally, if there are any outstanding issues that need to be addressed or if further monitoring of communication is necessary, assign individuals or departments to manage those.

Outstanding Issue	Who's Responsible

Maintaining an Effective Response Plan

To help ensure your company's crisis management plan continues to be effective, regularly review it and test your team's ability to manage a crisis. This includes editing this plan as needed and developing a training program for all members of the crisis management team. Outline those processes in this section.