



10 GOLDEN RULES OF CRISIS MANAGEMENT

1. **Accept a crisis**

If a crisis is at your doorstep: stop whatever you are doing. Accept a crisis, do not deny it. Respond fast. Give it your full attention.

2. **Don't be a hostage to your emotions**

Whether we experience a personal or a business crisis, emotions will play a significant role and will be a big part of managing any crisis. Process your feelings, recognize and accept your emotions. It will help you to move forward and make conscious decisions to shift and focus on the opportunities.

3. **Assess a situation. Plan ahead. Keep 'flying a plane'**

Determine your best possible outcomes and how to get there. Think of many possible scenarios of how a crisis can evolve. Imagine what can go right and what can go wrong. Maintain focus on the core operations and responsibilities of the business.

4. **Be quick with the facts, stick to the facts**

Collect and check all the facts. While addressing your issues, do not speculate or lie; always stick to the facts. Do not rush to make any decisions, or announcements till you have all the relevant facts.

5. **Do not go solo in a crisis; engage, listen**

A strong feeling of community, cooperation allows people to connect, commit, and support each other, especially in tough times. Reach out to your colleagues, friends, family, advisors. Know who are your key stakeholders in a crisis what their concerns.

6. **Be transparent, take accountability**

When you are in a crisis, do not cover it up, do not make up for your mistakes, face it. Otherwise, you are at risk of damaging your reputation and losing public trust. Not knowing everything is human, admitting it will earn you more respect.

7. **What, How, When you say it – matters**

Every message you are putting out there has the potential to change the course of events in your business or private life while also impacting another human being. In a format of a crisis, one reckless message, especially when timed poorly, can kill your best efforts in mitigating the situation and can also damage your reputation for a very long time.

8. **Don't criticize authorities, media, competitors, partners**

Leave the art of criticism to someone else. There are always ways to express your disappointment and frustration without laying a blame.

9. **Show humility and empathy, say 'sorry' if needed**

We all seek to be understood. We are hardwired to empathize. Tell your community, partners, colleagues, employees you understand their challenges. Say 'sorry' if needed, create a bond.

10. **Be consistent and adaptable**

Act quickly and reserve the right to reassess and modify your decision and choices in the process if internal or external circumstances require.

A crisis at your doorstep? Need immediate help?

[Get emergency crisis response](#)