

STI Conference
Stavanger – November 11-13

Crisis Management
Force 10 in the Office

In any Crisis

One

- **Be ready: have an plan**

Two

- **Consult with industry experts on specifics: A Strategy Check-in**

Three

- **Communicate consistently and manage your messaging carefully**

The Plan

1. Have a pre-identified crisis management team
2. Have a pre-identified emergency comm. list
3. Have and exercise a communications strategy
4. Immediately conduct a team meeting: analyze, prioritize, isolate and assign
5. Script the communication
6. Designate one person as the “go-to” person for the media

The Messaging Tree

Ready with message numbers & email addresses for

1. Staff
2. Victims' families* and relatives (3-deep)
3. Legal and Communications Counsel
4. Media (Assign 1 person to this field and refer ALL media to this person)
5. Professional Associations (they get called by the media)
6. Flag State
7. Class Society
8. Insurance Companies (Hull & Machinery, P & I, Health and Repatriation)

*Keep in mind that your on-site staff are every bit as much "victims" as your clients.

The Message

1. Consult with industry specialists in media management related to crisis communication and follow their counsel.
2. Script message and include, in closing, the next communication time or condition.
3. Communicate without conjecture, speculation or ad hoc opinion, simultaneously to all stakeholders, in a calm and deliberate voice
4. Post the message on your web site and set up, where possible, a direct line help number.

The Ready Resources

- A clear leader
- A-3 deep emergency contact list
- The Crisis Team
- Communications Counsel
- Legal Counsel
- Media Manager and Media Spokesperson

During the Crisis

- Provide informed, consistent and regular messaging. Advise web host co. that you will need support for high traffic demands
- Support your on-site staff and get them the message and help that they need.
- Prepare on-site resources: food, clothing, shelter, trauma counselling, and travel requirements
- Place established and familiar staff on site
- Coordinate on-site requirements with Insurance Companies
- Put media shelter plan in place (private space) at major transfer points en route home.

Post Crisis

- Ensure the availability of trauma counselling, medical care, and any other obvious support service requirements.
- Insist on victim's early contact with post trauma care specialists
- Continue regular communication with all industry stakeholders
- Establish positive working relationships with Insurers and Legal Counsel.
- Establish and chart liability for claims
- Formulate and communicate a plan (to clients) to pre-emptively mitigate damages either real or perceived. Don't wait!
- Manage investigatory agencies with care. Be transparent but monitor and manage the quality of process and product carefully. The Agency has de facto public credibility that you do not.

Getting Well

The Victim & The Company

1. Articulate a plan for individual and corporate recovery
2. Include sequential wellness steps that include, catharsis re-construction and a new business plan
3. Re-establish the major components of your contractual commitments with clients and service providers
4. Provide professional counsel throughout recovery
5. Provide incremental steps for a comfortable return to the platform that is not inherently the cause of the trauma. “getting back on the horse”
6. Support recognition for your clients, your staff and your company. Help bring reward to a job well done