



The 10 R's in every crisis

Recognize – Nobody wants to declare a “crisis.” But if you acknowledge it first, it adds credibility and keeps audiences looking to you as the leader.

Rally – In the opening hours and days, bring together necessary team members and partners. Make the response plan together and share it.

Respond – Actions to resolve the situation and restore control need to be clear, achievable, relatable, realistic. Identify stages and recovery points

Relate – Avoid the tendency to form camps in a JIC or any other coordinated response team. Information is only useful when shared.

Reduce –Complex issues need to be simplified for the public. Discuss desired *outcomes* more than technical *outputs*.

Report – People want to know what's happening. Report regularly. Don't sit on information and issue huge 'infodumps' at update meetings.

Recruit – People get restless when they feel helpless. Look for ways they can do their part to address the situation.

Research – Surveil social and mainstream media to look for rumors, misreporting or relevant conversations. Jump on rumors and bad facts early.

Repeat – Regularly remind everyone the plan, actions and goals at briefings. Note progress along the way.

Review – When the crisis is over, form a 'hot wash' committee and document carefully what worked and what did not. Someone will need it one day.