

Template for Preparing a Crisis Management Plan

Hopefully, a crisis management plan will rarely see use. But if a crisis -- like the coronavirus pandemic -- happens, it's critical to be ready.

This template for crisis management plan preparation includes a list of directives and procedures that are vital to complete in order to respond to a sudden and significant negative event. It runs from the early stages of plan preparation through the important review and audit process.

Section	Title	Description	Completed
1	Introduction, Policy and Organization	<ol style="list-style-type: none"> 1. Specify the purpose, scope, goals and objectives of the plan. 2. Identify any regulations or statutes that govern the plan (e.g., FEMA, OSHA, local code). 3. List who will have hard copies of the plan and who will have access to the plan electronically. 4. Include a schedule of plan revisions 5. Include management approvals and authorizations. 	<input type="checkbox"/>
2	Crisis Management Strategy	<ol style="list-style-type: none"> 1. Define approach to managing the crisis, e.g., remain at office, relocate staff, work from home, quarantine employees 2. Identify alternate resources, supply sources 3. Define Crisis Management Plan (CMP) team roles and responsibilities during an event 4. Provide detailed lines of authority 5. List people who can back up primary team 6. List criteria for responding to specific events. 	<input type="checkbox"/>
4	Communications	<ol style="list-style-type: none"> 1. Define who is to be contacted during the crisis 2. Determine the sequence and frequency 3. Prepare a detailed contact list with all methods of reaching team members, key vendors, law enforcement, first responders, healthcare organizations and government agencies 4. Include roles and responsibilities in contact lists 5. Deploy conference technologies to ensure that employees can keep in touch with their managers and team members 	<input type="checkbox"/>
5	Media Management	<ol style="list-style-type: none"> 1. Prepare contact details for external contacts, e.g., stakeholders, vendors, supply chain members 2. Establish guidelines for managing the media, during and after the event. 3. Prepare statements for delivery to the media 4. Identify primary and alternate media contacts 5. Provide training to selected media contacts on how to deal with the media 6. Set up a meeting place for media briefings 7. Train employees on how to interact with the media (if at all) 8. Establish protocols for managing employee use of social media during a crisis 	<input type="checkbox"/>

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6	Crisis Procedures	<ol style="list-style-type: none"> 1. If the incident assessment indicates such, convene members of the crisis team 2. Determine initial steps for managing how the company operates 3. Schedule regular meetings with crisis teams to assess progress 4. Communicate crisis status regularly to employees, management, stakeholders, and the media as appropriate 5. Define steps to follow if additional events occur that are triggered by the initial event 6. Prepare an after-action report describing what worked, what didn't work and lessons learned 7. Ensure that procedures and instructions are logical, easy to understand and perform. 	<input type="checkbox"/>
7	Linkage with Other Emergency Plans	<ol style="list-style-type: none"> 1. Define linkages between CMP and other plans, such as business continuity plans, cybersecurity plans, disaster recovery plans, fire emergency plans, and severe weather plans. 2. Identify when one plan terminates and another is activated 	<input type="checkbox"/>
8	Awareness and Training	<ol style="list-style-type: none"> 1. Develop and conduct training programs for crisis team members 2. Develop and conduct training programs for senior management and all employees 3. Create an awareness program to keep employees, management and stakeholders aware of the CMP and its associated activities 	<input type="checkbox"/>
9	Plan Exercising	<ol style="list-style-type: none"> 1. Schedule and conduct periodic exercises of the CMP 2. Consider exercises ranging from tabletop walkthroughs to full active simulations involving scenarios and activation of the crisis team and other third-party organizations 3. Update the CMP based on exercise results 	<input type="checkbox"/>
10	Plan Review, Audit and Maintenance	<ol style="list-style-type: none"> 1. Establish a program and schedule for reviewing and updating the plan at least annually 2. Create a schedule of activities during a calendar year, e.g., plan exercises, plan reviews and audits, management reviews, and training and awareness activities 	<input type="checkbox"/>
11	Appendixes	Prepare and include relevant appendixes that support the CMP, e.g., forms, checklists and contact lists	<input type="checkbox"/>