

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

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