

# IN A CRISIS?

## LET APPR THROW YOU A LIFELINE



**There is a crisis spotted on the horizon...**

### **Step 1. Contact APPR**

All Points will lead a situation assessment to gain full understanding of what occurred and the proper steps to take. This assessment will help guide the next step in the process, which is to develop a series of communication materials for key stakeholders.



**This is not a full crisis communication plan. It is a snapshot of the services we provide alongside our clients.**

### **Step 2.**

#### **APPR Develops Materials & Next Steps**

The collection of customized statements will either be reactive or proactive in nature. Proactive statements are intended to make the media, the public and employees aware of the situation before the news leaks. Reactive statements are used in response to news that has already been made public.

## Is your “crisis”...

### **An Issue?**

A tier-one crisis is often referred to as an “issue.” An issue is defined as an occurrence that could result in negative consequences.



### **A Situation?**

Once an “issue” requires immediate attention, it becomes a “situation.” A situation is defined as an occurrence that has produced negative consequences. However, in most cases, the damage is limited to a select number of people, products or services.



### **A full-blown crisis?**

A “situation” escalates to a “crisis” when the entire company is implicated. A crisis requires the full attention of the entire organization, its employees and trusted partners.

