



Crisis Communications in the Post COVID-19 World

Ground Rules

- Please “Mute” your mic during the presentation
- If you have any questions/comments, please enter in the “Chat” box
- We may call out names for additional participation/interaction – you may choose **“Pass”**

CommCore...at a glance

35 years Experience in Crisis & Communications

- From Tylenol to COVID-19 helping organizations prepare for and mitigate crises
- Communications training to develop superior internal and external communications skills
- Critical Audiences during Critical Times
- As Featured in [The New York Times](#)



The New York Times



Your CommCore Crisis Experts



Andy Gilman, President & CEO

- Lawyer and former journalist at NPR
- Counseled Johnson & Johnson's CEO during Tylenol 1 Crisis
- Testimony Prep for Lockheed-Martin after Space Shuttle Explosions
- Crisis Media Training for FBI after 9/11
- Government of Canada during SARS Outbreak
- Crisis Testimony and Media Prep for Senior Federal Reserve Board Officials during the banking crisis



Dale Weiss, SVP

- Former major market TV journalist
- Executive Producer of CommCore PressureTest™ Crisis Simulations
- Former VP Communications and Global Crisis leader for Galderma Skin Care
- Crisis Planning and Counsel for Johnson & Johnson Supply Chain
- Crisis Counsel for Herschend Theme Parks after fatal accident, Confederate flag controversy
- Crisis Communications Prep for NTSB investigators

Agenda

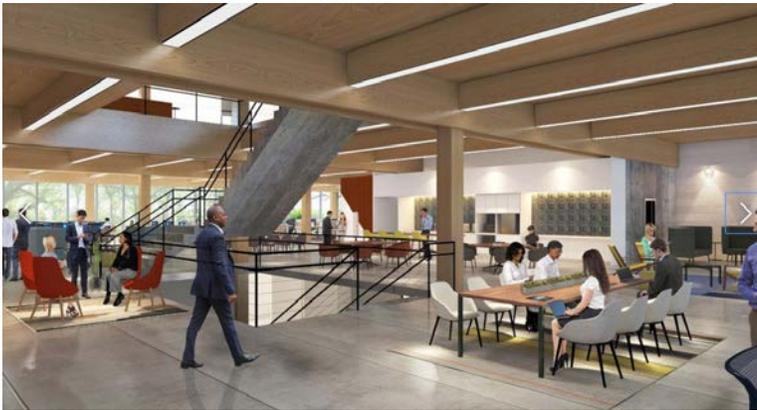
- **Crisis Case Study (in real life) – Reopening the Workplace:**
 - How to communicate the changes
 - How has COVID-19 changed your crisis plan?
 - Checklists matter now more than ever
- **Test Drive Your Plan - Virtual Simulations**
- **The New KISS Formula (Keep It Safe & Simple)**

Reopening the Workplace- A Real Life Case Study



Reopening the Workplace

The Fear Factor - Understand colleague anxiety



Walmart HQ

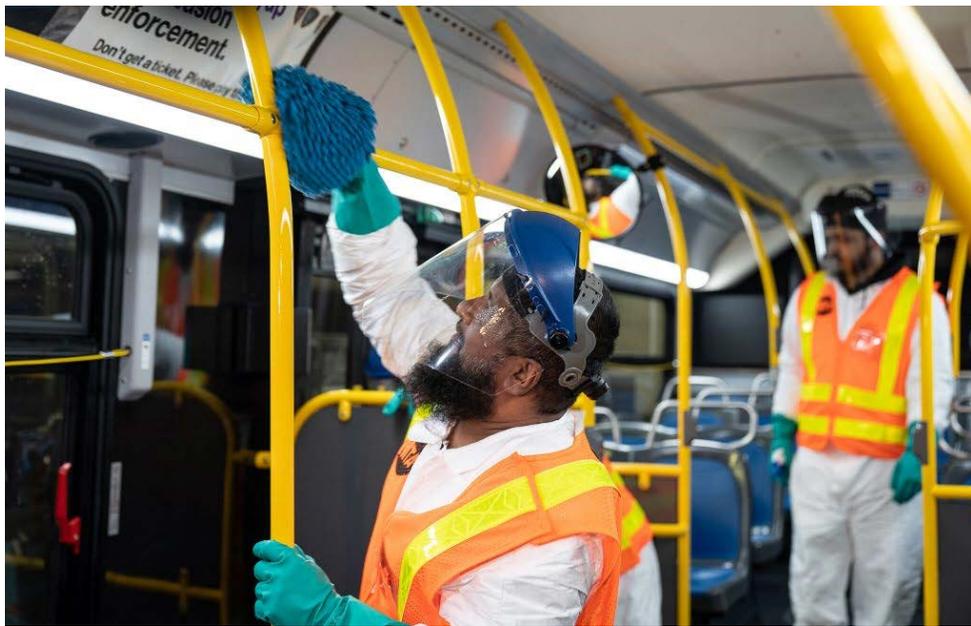


Toyota HQ

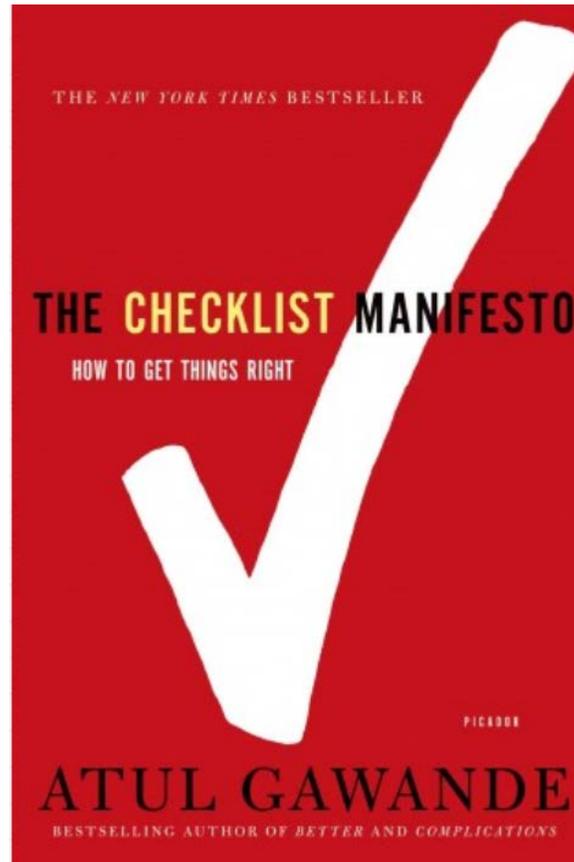


Stores/Retailers

Transportation



Crisis Plan Check List – What's on Your List?





Communicating the Changes

- Communicating the HR Checklist
- Top down and bottom up
- Gather feedback, gain trust
- Employees are trusting of the information from employers
- Trust can be increased when employees have a voice in the decisions

How to tell the story



Decision Tree

Issues

Business/Financial Operations:

Natural Disasters Affecting Offices

Customer/Operations Issues

COVID19 ISSUES

Post Crisis Analysis & Lessons Learned

CMT notified, meets

CMT decides on Emergency or Crisis - what are potential impacts on Reputation

CMT Teams expanded as needed

Phone/Text; Command Center activated

Initial Assessment Response plan initiated/Incident ends

YES

NO

YES

NO

YES

NO

Activate Crisis Plan

Monitor

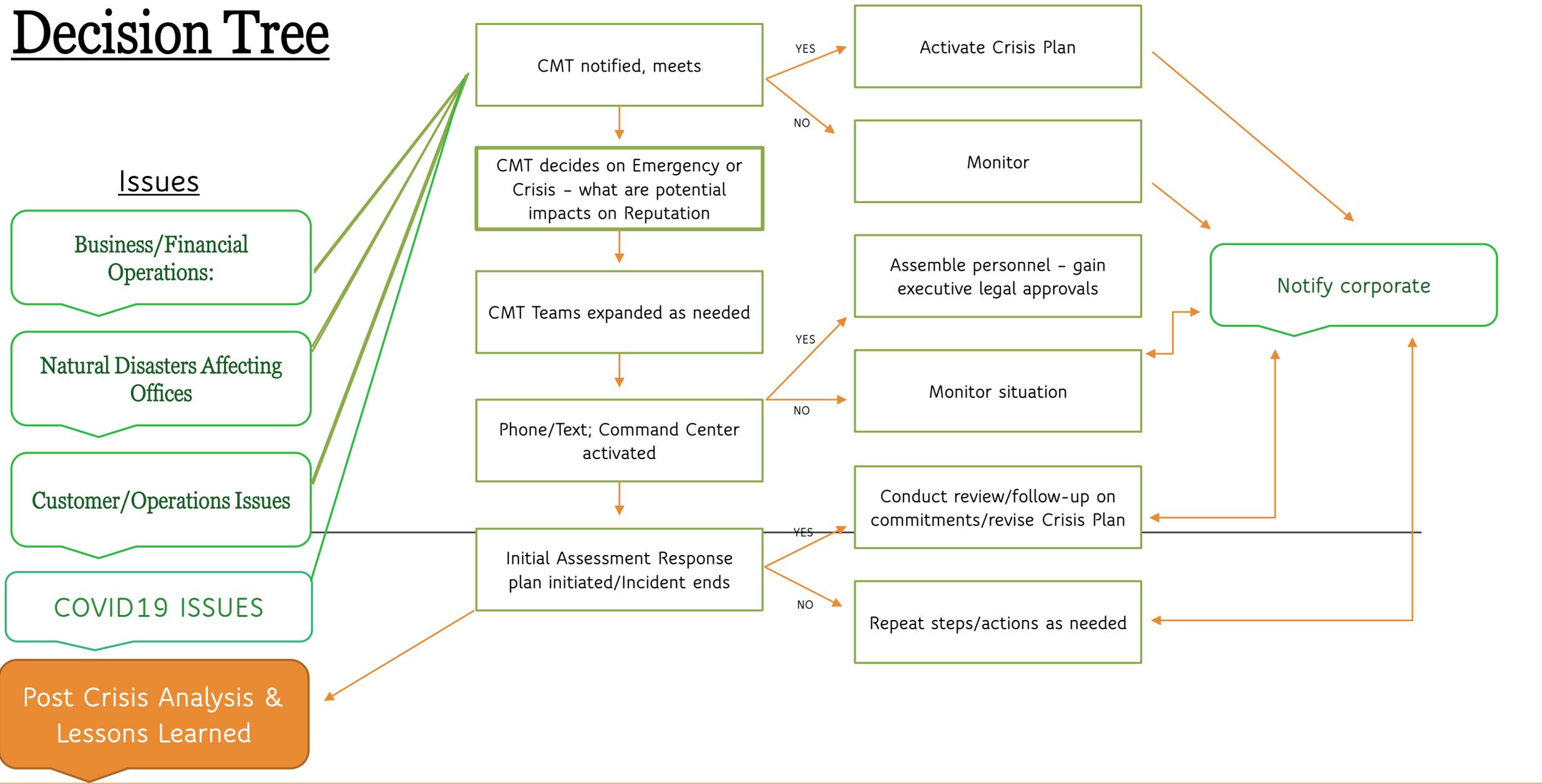
Assemble personnel - gain executive legal approvals

Monitor situation

Conduct review/follow-up on commitments/revise Crisis Plan

Repeat steps/actions as needed

Notify corporate



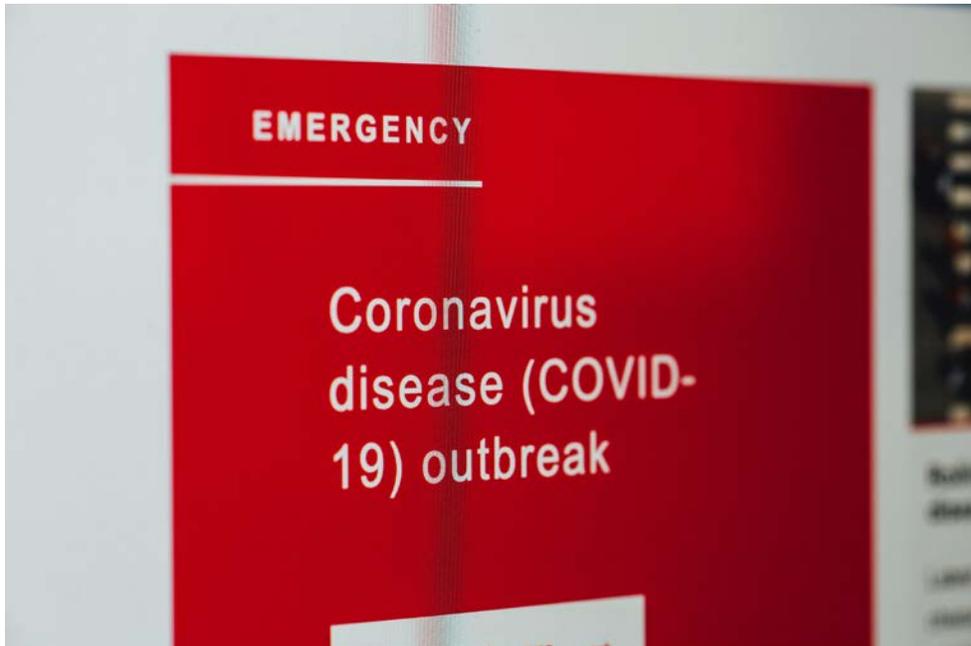
COVID-19 Risk Factors

Decision Tree Variables

- Employee tests COVID-19 positive
- Employee's spouse tests COVID-19 positive
- Offices down the hall with COVID-19 positive
- Worker in building next door tests COVID-19 positive
- Downstairs Security Guard tests COVID-19 positive



How has COVID-19 Changed Your Crisis Team?



- Special Attention to the Virtual War Room
- Add Medical Consultant
- Expand the bench

How has COVID-19 Changed Your Crisis Plan? Need New Fact Sheets

- Safety precautions taken
- Testing Protocols
- Inspections
- Certifications (CDC, FDA, Local Health Authority)
- Medical consultation
- Employee Training

**Sample Holding Statement:
Worker Tests COVID Positive**

**FOR IMMEDIATE RELEASE
DATE**

**Press Contact: *Name*
Office Phone Number
Mobile Phone Number
*E-mail***

STATEMENT FROM *COMPANY*

City, (Date) — At approximately 1:30 p.m. on Monday, July 2, *COMPANY* was contacted notified by *XXX* health authorities that an employee working in the *xxxx* location has tested positive for COVID 19.

Based on recommendations from health authority we have immediately closed the office and are asking our associates to telecommute until further notice.

The safety and wellbeing of our employees and customers are our highest priorities. *XXX* is working with the appropriate health authorities regarding this situation.

This office employees *XXX* full and part time workers. *XXX* had undertaken the following safety steps based on health authority recommendations before reopening June 15.

Testing Protocols

Inspections

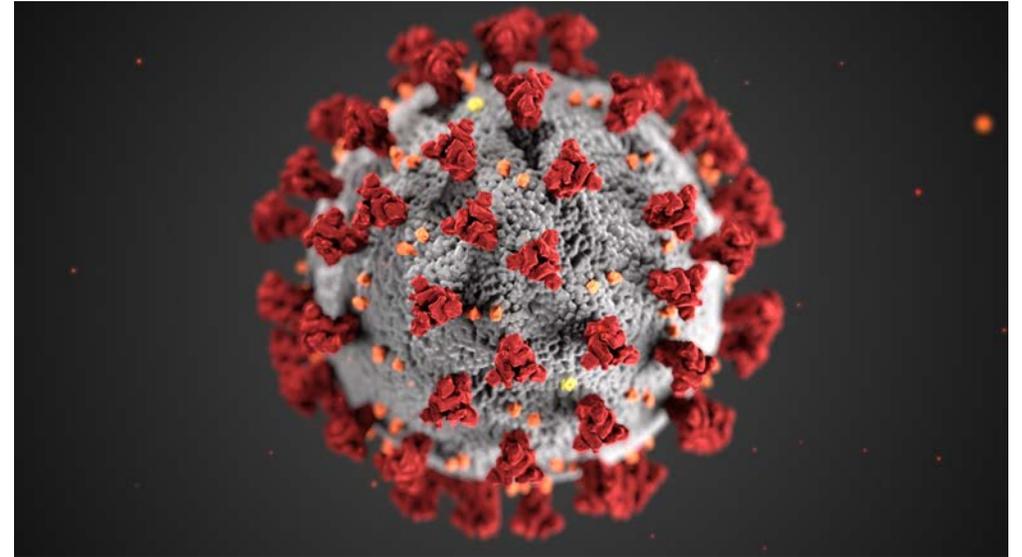
Certifications (CDC, FDA, Local Health Authority)

Medical consultation

Employee Training

We have no further information at this time, but will offer updates as more information becomes available. Please continue to monitor our social media channels.

###





Takeaway Tips

- Allow for employee feedback
- Use the Wheel for communication channels
- Medical expertise may be needed
- Fix the Plan for COVID-19

Test Drive Your Plan





Virtual Crisis Simulation

Develop and implement “real life” crisis simulation for your organization’s crisis response team.

CommCore’s PressureTest™ crisis communications simulation prepares organizations to respond quickly and effectively to fast breaking situation

Goals

- Test existing crisis plan and function of crisis response team
- Ensure that together we are prepared for any situation
- Assess strengths and weaknesses — determine how to best handle weaknesses
- Identify additional training needs

Actions

- Provide a minute-by-minute crisis experience
- Role-play with different possibilities and outcomes
- Give spokespersons opportunities to test skills

Outcomes

- Build teamwork among your crisis team
- Increase ability to respond quickly and effectively to fast-breaking situations
- Successfully pivot toward the future

Upon completion of the crisis simulation, you should provide your team with a written gap analysis:

- ✓ Assessing strengths and weaknesses
- ✓ Making recommendations for enhancing the plan and your preparedness.

The New York Times

Who’d Create a P.R. Crisis on Purpose? Well, Only the Sweat Was Real

As social media makes ... moments ricochet as companies are realizing they don’t have the luxury of calmly sitting back, assessing the situation and then deciding on a solution. They need to be ready before it happens.

And that’s the purpose of exercises like this.

([click here](#) for the web link to the article)

Virtual Simulation

- Crisis team works from home
- Create a series of virtual “skirmishes” over several days
- Offer elements of fact patterns posing an operational/reputation risk
- Introduce an element of the scenario with specific directions based on the crisis plan
- Crisis team takes action based on plan
- Evaluate and continue



SAMPLE SKIRMISH SET-UP

Tough Times for (REDACTED NAME OF BANK)



• Gun rights advocates disagree that fear is a motive

Would they be greeted by the same anxious looks shoppers gave groups of armed white men who did the same this summer at Target

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Part of complete coverage on
Gun control debate

Opinion: Guns killing women: Time for Congress to act

updated 12:45 PM EDT, Wed July 30, 2014



Former U.S. Rep. Gabrielle Giffords co-authors a piece discussing the lethal mix of domestic violence and guns.

Keeping weapons from mentally ill proves elusive

updated 4:53 PM EDT, Fri May 30, 2014



Gun rights and gun control advocates largely agree there should be restrictions on mentally ill people obtaining firearms.

Georgia law allows guns in some schools, bars, churches

updated 4:12 PM EDT, Wed April 23, 2014



Georgia Gov. Nathan Deal signed a wide-ranging gun bill into law that has critics howling and proponents applauding.



Takeaway Tips

- PressureTest a working plan
- Virtual works
- Make it Real
- Stretch the Limits
- Learn and Repeat

The New KISS for Videos- Keep it Simple & Safe

Effective Tool for Communicating COVID-19
Workplace Changes



The New KISS for Videos- Keep it Simple & Safe

Start with Safety:

- Messaging to Creative Process-Consider Safety
- Small Crew



Simple Works:

- Smart Phone on a Stick
- iPad Teleprompters
- Limit excessive movement

Be Authentic:

- Eliminate Corporate Speak
- Use as many facts as possible
- Create a cadence of information videos

KISS Video Examples





Takeaway Tips

- Great way to communicate COVID workplace changes
- Start with Safety
- Simple Works
- Be Authentic

Resources

- Salesforce Crisis Playbook Tips
 - <https://www.salesforce.com/ca/resources/guides/covid19-response-playbook/>
- Coronavirus Communications: 4 Points Organizations Should Know Before Sharing Their Message
 - <https://www.commcoreconsulting.com/ceo-andrew-gilman-svp-dale-weiss-featured-pr-daily/>
- The KISS Formula for COVID-19 Videos: Keep It Simple and Safe
 - <https://www.commcoreconsulting.com/kiss-formula-covid-19-videos-keep-simple-safe/>
- COVID-19 RESOURCES FOR PR PROFESSIONALS
 - <https://instituteforpr.org/covid-19-resources-for-pr-professionals/>

Resources cont'd

- Tools and resources to help businesses reopen responsibly.
 - <https://www.placer.ca.gov/6582/Business-Checklists>
- Covid-19 Office Reopening Plan Checklists and Re-entry Forms
 - https://www.continuitycentral.com/covid_19_office_reopening_plan.pdf
- Ready to Reopen: A Playbook for Your Small Business
 - <https://www.uschamber.com/co/start/strategy/small-business-coronavirus-reopening-guide>

Take-aways

- Assess risks for return to the workplace
- Test the plan
- Think about videos

Contact Us
Thank You!



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