10 Powerful Crisis Response Tips

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Read

1. Read and keep the SU Crisis Management Guide handy.

2. Study *Ongoing Crisis Communication: Planning, Managing, and Responding*

3. Read *Risk Issues and Crisis Management in Public Relations: A Casebook of Best Practice, 4th Edition*

Prepare

4. Organize, organize, organize

5. Prepare your iPad crisis management kit

6. Train staff, pastors, principals

Seek Certification

7. Consider associate membership with the National Center for Crisis Management, www.nc-cm.org

Or

Complete Preparis Crisis Leader Certification courses.

Use Resources

8. Continuity Central - Article Archive
http://www.continuitycentral.com/ccmlist.htm

9. Preparis - www.preparis.com

10. Hire a PR firm when necessary.

Trust Jesus

Trust Him Who said, "Peace be still" to the winds
to speak through you, and to the crises you face.