

**Crisis management**, March 26, 2020  
Webinar, Leadership Institute, 1 hour  
Click on the following link:

A big thank you to Victor Henriquez and Harold Fortin

### Outline of the webinar:

As a crisis manager, you have to respect 4 factors:

- 1- Success factors
- 2- Effective communication
- 3- The spokesperson
- 4- Credibility

#### **1- Success Factors**

The crisis manager must show empathy and solidarity with his audience. He or she must ensure that the message is communicated in a clear and understandable manner to the public. He or she must be able to communicate the emergency plan well while focusing on consistency and transparency. It is very important not to improvise. He or she needs to give the essential information to the public.

#### **2- Effective Communication**

When we speak to the public, we only present the facts. These must be as recent as possible and as clear as possible. The crisis manager must demonstrate that he or she cares about their audience. It is essential to assess what you do regularly.

#### **3- The Spokesperson**

The spokesperson speaks on behalf of the organization. It is through this person that all communications pass. It is the spokesperson who creates the relationship of trust with the people affected.

#### **4- Credibility**

When the crisis manager speaks to the audience, he or she should take into account his attitude (what he or she is) and the content (what he or she says). As for his attitude, the manager must communicate his message with confidence and ease. He or she must be honest and authentic. He or she must have self-control and an open mind. As far as content is concerned, the message conveyed must be clear. The message must be communicated with truth and transparency.