

CRISIS PLANNING WORKSHEET

Risks

List all the risks that threaten your organization's reputation, existence or financial health. Then rate them according to severity (1-5) and likelihood (1-5). For example, "Factory Fire (3,3)."

Scenarios

*For each risk rated 4 or 5 for both severity and likelihood **and** that could entail a crisis, list possible scenarios. Don't go overboard – only include one to three scenarios for each risk.*

Stakeholders

Make a list of your organization's stakeholders. For each stakeholder, indicate who in your organization owns the relationship (person or group).

Stakeholder (owner)

Stakeholder (owner)

Scenario-Stakeholder Mapping

For each scenario you identified on page 2, list the most important stakeholders.

Scenario: _____
Stakeholders:

Scenario: _____
Stakeholders:

Scenario: _____
Stakeholders:

Scenario: _____
Stakeholders:

Scenario: _____
Stakeholders:

Scenario: _____
Stakeholders:

Crisis Communications Team

List the members of your core crisis communications team. These will be on the team regardless of the scenario. Then list additional members who may be added for certain scenarios, if applicable (for example, based on location or subject matter expertise.)

Message Materials

For each scenario, list the message materials you'll need to address the crisis effectively. Include messaging & materials you've already developed. Example: Factory Fire, no injuries: talking points, background on factory fire protocol, Q&A, external statement, internal letter from CEO.

Scenario: _____

Message Materials:

Scenario: _____

Message Materials:

Scenario: _____

Message Materials:

Scenario: _____

Message Materials:

Scenario: _____
Message Materials:

Scenario: _____
Message Materials:

Scenario: _____
Message Materials:

Scenario: _____
Message Materials: