

CRISIS

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#1 SKIMP ON THE EARLY WARNING SYSTEM Crisis prevention costs money,

with no measurable returns. It's not worth it!

#2 BURY YOUR HEAD IN THE SAND Just lay low and don't think about it. The crisis will fizzle

out on its own.





We're not psychiatrists,

after all! We can totally ignore any worries, fears and needs people might have.

AND MANIPULATE Truth and clarity don't help in a crisis. Better to re-read your Machiavelli.

#4 LIE, SCHEME





We don't make mistakes, no matter what's being said now. We don't need insight,

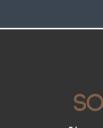
#5 CONSIDER YOUR

and we certainly have no need of learning from mistakes.

... and if the truth has to come to light, only do it in little pieces.

#7 DO IT YOURSELF Only wimps need help.





#8 NEGLECT SOCIAL MEDIA I'm not on social media, and hardly anyone I know

Don't call on allies or external crisis consultants.

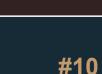




is either. How could a crisis

The Kill Team from legal will stamp out any crisis with media, criminal and trademark law. Especially in social media.

turn up there?



#10 BE SURE

TO SAVE YOUR OWN SKIN Obey rules 1 to 9 carefully. If things go wrong anyway, make sure someone else

gets the blame.



"10 recipes for success for (communications) managers"

by Jörg Forthmann and Roland Heintze, published in May 2015.

