



THE 10 DEADLY SINS OF CRISIS PR

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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.



#3 IGNORE THE EMOTIONS

We're not psychiatrists, after all! We can totally ignore any worries, fears and needs people might have.

#4 LIE, SCHEME AND MANIPULATE

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



#5 CONSIDER YOUR SELF INFALLIBLE

We don't make mistakes, no matter what's being said now. We don't need insight, and we certainly have no need of learning from mistakes.

#6 ONLY TELL THE TRUTH WHEN YOU HAVE TO

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



#7 DO IT YOURSELF

Only wimps need help. Don't call on allies or external crisis consultants.

#8 NEGLECT SOCIAL MEDIA

I'm not on social media, and hardly anyone I know is either. How could a crisis turn up there?



#9 SEND IN THE LAWYERS FIRST

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

#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.



Derived from

„10 recipes for success for (communications) managers“
by Jörg Forthmann and Roland Heintze, published in May 2015.

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