

CLAIM IT, NAME IT & FRAME IT

MAKING CRISIS COMMUNICATION WORK FOR YOU

Presented by:

PAUL OMODT, ABC, APR, MBC
OWNER & PRINCIPAL
OMODT & ASSOCIATES



ARE YOU READY TO MAKE YOUR CRISIS OR CRITICAL ISSUE WORK FOR YOU?

There are **three main things** to keep in mind when communicating a critical issue or during a crisis:

Can you...

- Claim it?
- Name it?
- Frame it?

DO WE SEE THE CRISIS OR CRITICAL ISSUE RIGHT BEFORE OUR EYES?

CLAIM IT



DO WE SEE THE CRISIS AND ARE WE READY FOR WHATEVER CAN COME?



Twitter/@JayseDavid

CRISIS, WHAT CRISIS?

There are never crisis situations or critical issues with *my* organization, right? After all, we run a great organization, full of great people...
We have great partners who are all great, nothing bad will ever happen...

We will never see a crisis unless we can define a crisis AND we need to see the 'right' crisis from our perspective – and only **claim** that part of a crisis that is truly ours.

We will claim it – by being ready and **having a plan in place**.
Because anything can – and does – happen to good people.

PLAN, WHAT PLAN?

What does your plan contain?

Do you have draft talking points, news release drafts, and a general strategy?

Have you practiced it internally and with your partners?

Do you update it regularly?

LET'S START WITH A SHARED DEFINITION OF AN ISSUE OR CRISIS:

“an unexpected event that has the ability to change the course of your business and impact your reputation”

“when the sh** hits the fan”

You and your leadership team **MUST** have a shared definition of a crisis that you all agree to – you must be able to define what is a longer-range issue, a fast moving crisis...

DEFINING AN ISSUE OR CRISIS

After we agree to a general definition of an issue, a crisis, and the type of crisis, then we must realize our plan must address:

- There is no such thing as a typical crisis
- No two crisis situations are ever the same
- We must never be afraid to 'raise our hand' and bring something up
 - We will face a crisis at some point.

AND DEFINE THE TYPE OF CRISIS

Workplace safety (accident, fire, explosion, violence)

Environmental (spills, emissions, leaks)

Operational (supply issued, recalls, strikes, organizing)

Acts of nature (tornado, hurricane, storm, forest fire)

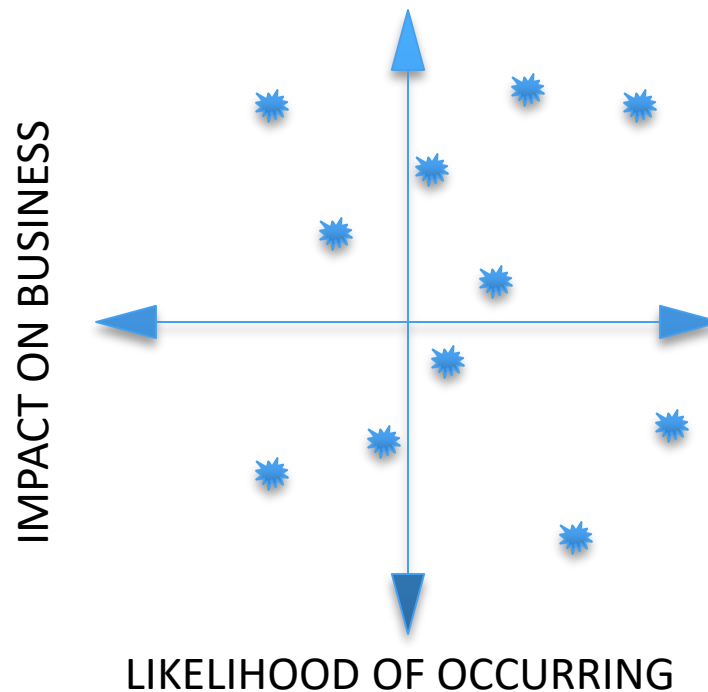
Customer (complaint, allegation)

Corporate (executive misdeed, fraud, death)

Each different type calls for different approaches that our audiences will allow us to manage differently.

AND ANTICIPATE WHAT COMES NEXT

A simple 2X2 grid with “impact on business” up the Y (vertical) Axis and “likelihood of occurring” across the X (horizontal) Axis can tell us what to anticipate the most in terms of crisis preparation.



ARE WE SEEING THE FUTURE?

- Activist attacks
- Demographic shifts
- More violence
- Concerns about chemicals
- Social media attacks
- Economic shifts
- Generational shifts
- Protests
- New forms of 'discrimination'
- Government regulations
- Changing weather patterns
- Changing societal expectations

SO WHAT PART OF AN ISSUE OR CRISIS DO WE CLAIM?

Have we defined the issue or crisis we are solving?

Is the expected issue or crisis ours?

Does it belong to us?

Do we have plans in place?

Is the issue or crisis ours to:

Prepare For, Manage, Participate in, Comment on, Avoid, Ignore, Take on

SECRET #1:
DON'T MAKE THIS HARDER THAN IT
NEEDS TO BE

If you stay true to your **mission**, **vision** and **values** in your approach to a crisis or critical issues situation and ensure your communications are reflective of living your mission, vision and values, you will manage through your issue in a better position.

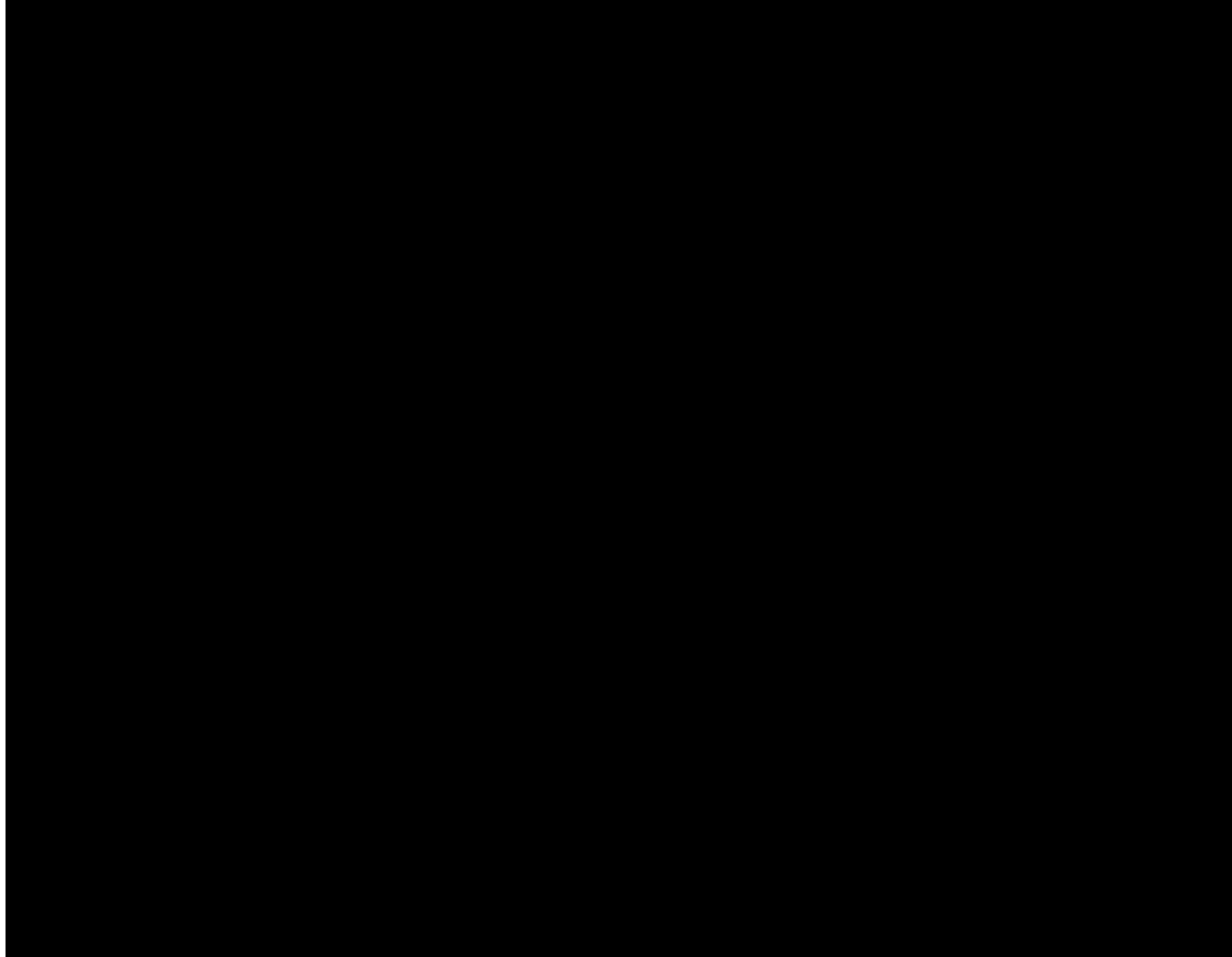
SO WHAT DO WE NAME OUR CRISIS?

Wait, you mean WE get to NAME our crisis?

NAMING CONVENTIONS

Naming conventions exist all around us – we generally accept them once they are established and used...

THINK NAMING IT DOESN'T WORK?



SECRET #2: NEVER LET A GOOD CRISIS GO TO WASTE

Wal-Mart at Forefront of Hurricane Relief

By Michael Barbaro and Justin Gillis
Washington Post Staff Writers
Tuesday, September 6, 2005

At 8 a.m. on Wednesday, as New Orleans filled with water, Wal-Mart chief executive H. Lee Scott Jr. called an emergency meeting of his top lieutenants and warned them he did not want a "measured response" to the hurricane.

"I want us to respond in a way appropriate to our size and the impact we can have," he said, according to an executive who attended the meeting. At the time, Wal-Mart had pledged \$2 million to the relief efforts. "Should it be \$10 million?" Scott asked.

Over the next few days, Wal-Mart's response to Katrina -- an unrivaled \$20 million in cash donations, 1,500 truckloads of free merchandise, food for 100,000 meals and the promise of a job for every one of its displaced workers -- has turned the chain into an unexpected lifeline for much of the Southeast and earned it near-universal praise at a time when the company is struggling to burnish its image.



People stand in line to get food and supplies at a Wal-Mart in Slidell, La., that let customers in a few at a time Saturday. (By Greg Pearson -- Associated Press)

FRAME IT

How do we use communication theory to our advantage?

How do we frame our issue or crisis?

FRAME IT: STRATEGIC STORYTELLING

We need to use the theory of strategic storytelling:

Stage Setting – What's life like today?

Rising Action – Something is going on, might change...

Conflict – What's wrong with the current state?

Resolution – What's being done about it?

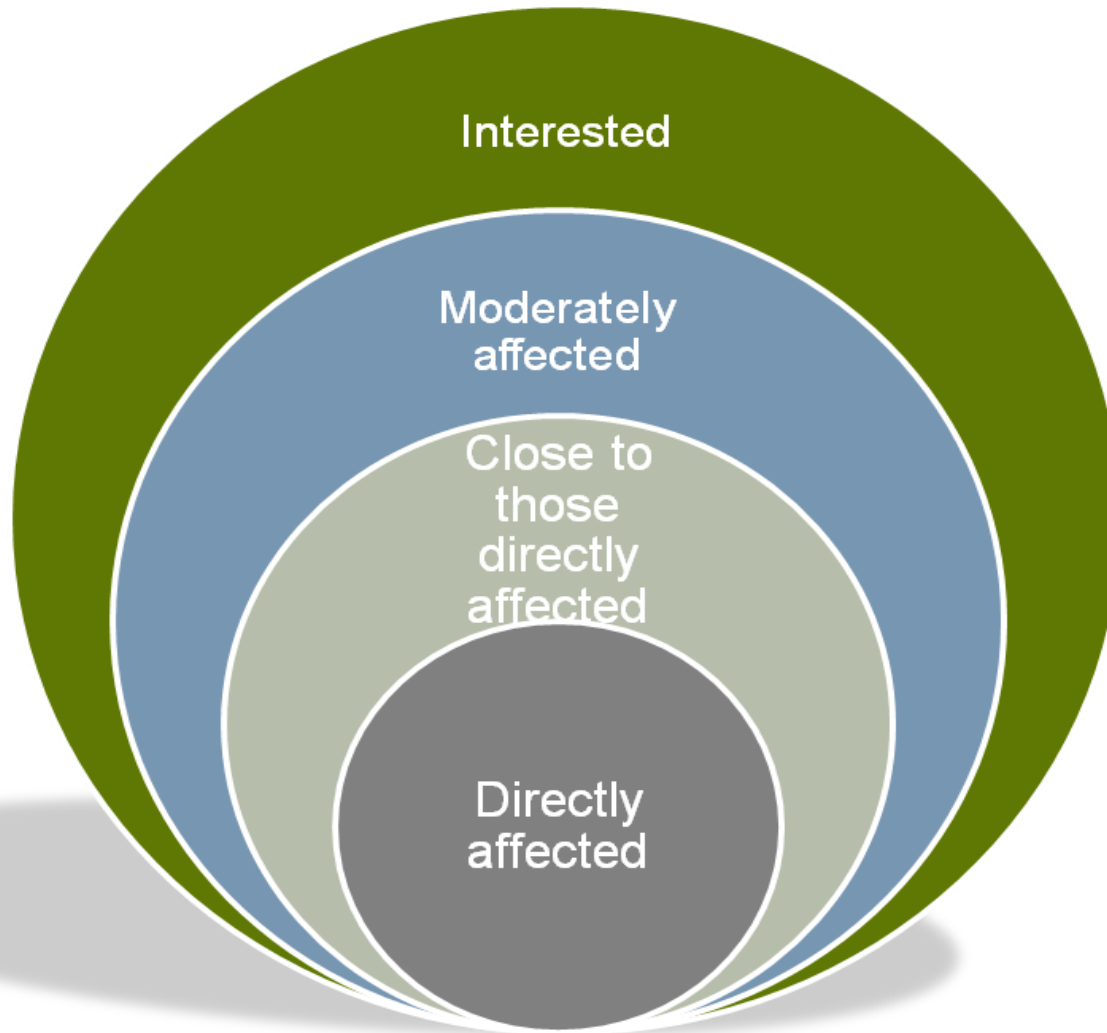
Outcome – How's life different as a result?

And understand that humans prefer certainty over uncertainty...

FRAME IT: MESSAGE PRIMACY

- If I move my message first, the first thing heard generally is more likely to be believed
- Better known as “the first liar always wins”

FRAME IT: AUDIENCE PROXIMITY



Less Personal



More Personal

FRAMING: DIFFUSION THEORY

Awareness

- You know it exists

Interest

- You have a need for something in this category

Evaluation

- You learn more about it, compare it with your needs

Trial

- You test it – either mentally or actually

Adopt

- You accept it, but...

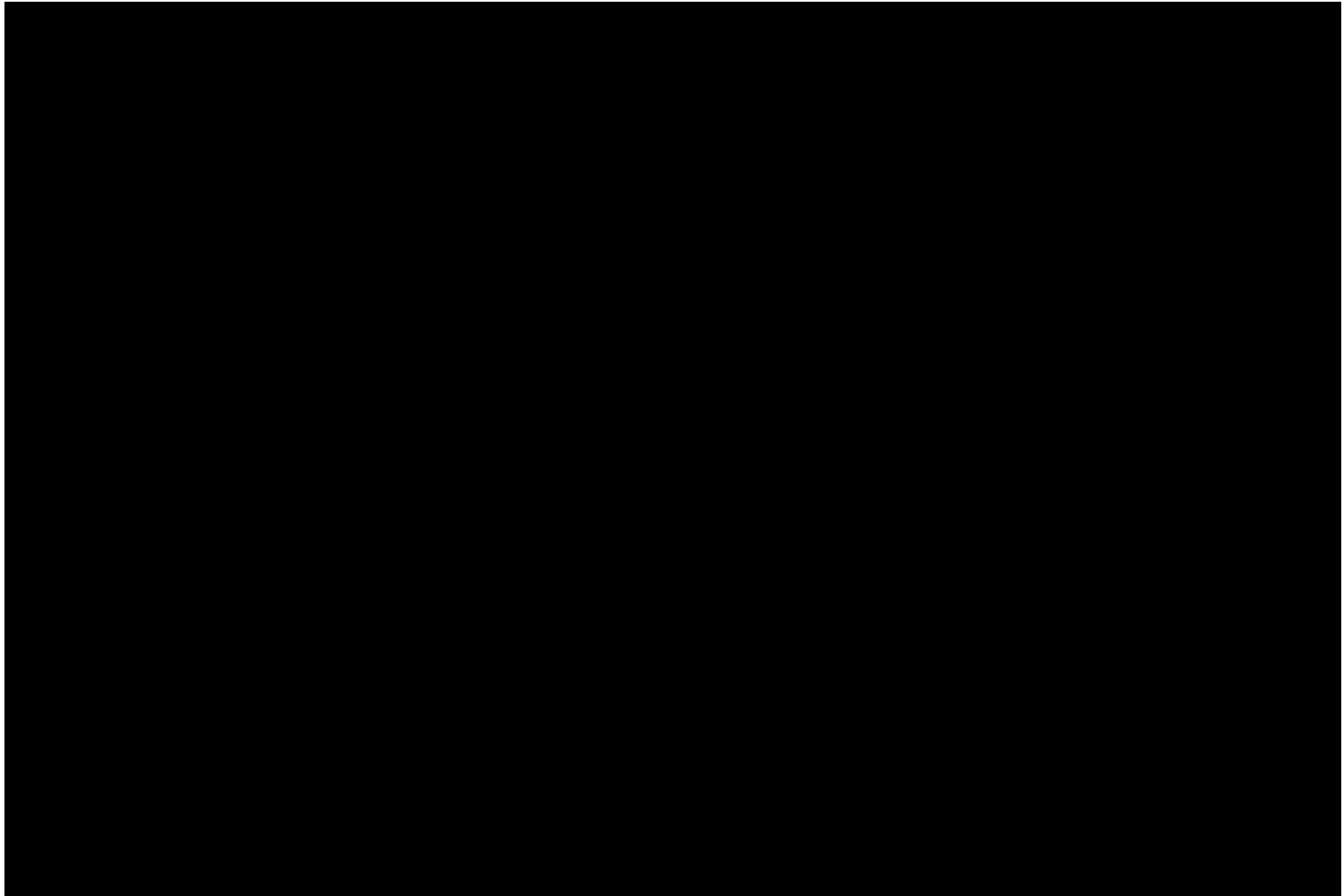
Reinforce

- You want to be reminded that you made a good choice

FRAME IT: CHANNEL SELECTION

News release
Press conference
E-mail
Letter to home
Twitter
Facebook
LinkedIn
Newspaper ad
Radio ad
Television ad
In-person visit

FRAME IT: CHANNEL SELECTION – TV



FRAME IT: CHANNEL SELECTION – TV

SECRET #3: YOU PLAY A VITAL ROLE IN A CRISIS SITUATION

Make no mistake:

In any crisis situation, **YOU** play a vital leadership role. How you act, what you do, and what you say are scrutinized by everyone around you. Leaders have a powerful role in any crisis to provide the verbal and non-verbal clues to the eventual outcome of the situation...

SO, ARE YOU READY?

To Claim It
Name It
& Frame It?