

Resolution: Are we there yet?

- Deciding if an issue or crisis is “resolved” requires reading the big picture:
 - What we know internally
 - What we still *don't* know internally
 - Timeline for practical resolution
 - Social media volume and tone
 - Media attention
 - Reputation tracking/polls
 - Possible litigation
- At some point, we have to turn from responding to a crisis and proactively telling a story that helps redefine the conversation.