

## Crisis Simulation Communications Exercise

### Scenario:

*You work for a large retail company with strong consumer loyalty and a reputation for caring about your customers. You have customers in every state and you do a robust online business.*

*Earlier in the year you installed a state-of-the-art IT security system that has just detected a breach potentially impacting personally identifiable customer data.*

*It is the middle of the holiday shopping season, the next two weeks will make or break your company's financial performance for the year.*

### 1. Assess the situation. How serious a threat is this to your company's reputation?

1      2      3      4      5      6      7      8      9      10

No Threat

Moderate Threat

Full-scale Crisis

### 2. What potential external stakeholder audiences are involved in the situation? \_\_\_\_\_

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### 3. Who are the key internal stakeholders you need to engage and organize for your crisis team and what are your immediate budget considerations?

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4. What are the key questions you need answered quickly, and, what actions need to be taken internally to begin managing the situation?

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### **BREAKING NEWS!!!!**

5. With the latest update in hand, now re-assess the situation. How serious a threat is this to your company's reputation?

1   2   3   4   5   6   7   8   9   10

No Threat

Moderate Threat

Full-scale Crisis

6. Do you go public now or wait out the holiday season? Discuss the risk/benefit analysis of each. Why did you decide your course of action?

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7. Discuss as a table how (get tactical) your company should first announce the news and who they should reach out to first.

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