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Disturbing employees. Falling profits. Unhappy customers. Huge organizational changes. The crisis has hit and your business needs to respond now. That's where the crisis plan of communication comes in; This allows your company to quickly and efficiently keep all stakeholders informed in case of an emergency. Crisis management plans, such as an emergency response plan, help prevent loss of life and mitigate the impact of loss of income. In this post, we've put together a package of free crisis communication templates and a management plan for leaders to make sure your company is ready to weather any storm. Crisis Communication Plan Templates: All these free crisis communication plan templates can be configured with our online drag editor. Sign up to use the tool for free as well. Send all company ads as part of your business's anti-crisis communication plan During a crisis, it is even more important to stay in touch with your entire company. Communicating from above is crucial at this difficult time. Adapt the template below to send to your employees: Design Tip: Our Drag Editor lets you change the background color with one click. Choose from our color wheel or apply gradients, patterns and more. Coinbase has a sample of crisis communication messages you can adapt for your own business. You can also check out our other email newsletter templates. Here's another idea: create a schedule that summarizes your new guidelines so managers can easily share them in Slack or by email. Employees can keep them on their desktops. Here are a few crisis recommendations that you can visualize: For example, you can customize the template below to outline current health policies (no handshakes, health checks in place required, etc.): Design tip: Swap out icons to reflect your ideas by clicking on them in our editor. Click Replace to access our icon library in the editor. Try an infographic process to outline a standard operation as steps to hand washing: This infographic works well to deliver tips to work staff remotely or stay healthy (mentally and physically): You can also report revised timelines: Check out our post on the remote communications team for more templates. You can also refer to our post on how to make an infographic in 5 steps for practical design tips. Include regular updates to manage your anti-crisis communication plan In addition to communicating with the entire team, it is also important to stay in close contact with your management team and send them personalized instructions to get them through this difficult time. Your managers Play a crucial role in: Clarifying the goals of Installation Procedures (whether your company is going to be completely remote or otherwise adapting) Answering questions about new policies It is important to guide them on how to communicate with your team. It's a huge huge And the one you need to guide them through carefully. And don't forget to keep them informed of the company's legal responsibilities during this time. Try putting your recommendations in a one-page graphic that they can save on your desktop and go back to. Design Tip: Download your logo and easily drag it into any of our examples of crisis plan. Grab the edges of the box you're going to want to see. You can also adapt any of the templates below to include your crisis communication recommendations: Design Tip: Try to make each section a list of recommendations such as guidelines for 1-on1s and team rituals to implement. Browse our templates or infographic templates to help remote marketing teams get more ideas. Use an anti-crisis communication plan to keep outside stakeholders up to date In an ideal world, your company will have an anti-crisis communication plan in place before the extraordinary hits. However, even if the crisis is in its infancy you can still have time to put together a plan to help you mitigate the impact on your business, especially if you are using a communication plan template. A crisis communication plan is a business plan of how they will communicate if an emergency or other crisis strikes. It should contain how the company intends to communicate and with whom it should communicate, according to the Ready.gov. Crisis Communication Plan should contain the following: The purpose of the plan Who can activate the plan and what circumstances will allow them to do so Steps take again: Internal and external message Who is responsible for what channels of communication (email, Twitter, intranet, press release, etc.) This template of the crisis communication plan will help you create your own: Design Tip: Click any of the text boxes to add your own words to any of our examples of crisis communication plan. Change the font, size, and color with a few clicks. No design experience is required. You can also customize this consulting template to write an anti-crisis communication plan: Design Tip: Just change the beaters and the content table. We may be the target of the anti-crisis plan. A summary of a project can be a criterion for activation. Check out other consulting reporting templates and form templates for more ideas. Nonprofits will find our nonprofit crisis communication templates useful. You can also use this map of mind to have a quick visual link. Place the crisis in the center, stakeholders in the next set of nodes and the appropriate response in the smallest nodes. You can also use a thread chart to help visualize your anti-crisis plan: Don't get your anti-crisis communications plan, sanctioned by management and legal, so that it can be deployed quickly in the event of a crisis. There may be a directive for housing in place and obtaining permits will be more difficult. Do a risk assessment to see The dangers can affect your business risk assessment looking at the dangers that may face your business and what impact they probably have. This is an integral part of the complete crisis management plan. This risk assessment example will help you determine the risks your business faces, what assets are at risk as a result and the potential impact on your business as a result: Design Tip: The editor double-click on the chart to edit it as a spreadsheet - we'll change the cells for you. Or add a link to the Google Sheets spreadsheet, and we automatically import the data. Dangers can include hurricanes, pandemics and fires. And no two individual hazards will be similar, because of when the incident will occur, where it will happen and the magnitude of the danger. For example, the impact of the pan-action will depend on the nature of the virus, the government's response to its spread, whether people are subject to home-based or on-site housing order, time of year (warm climate may prevent its spread) etc. Use analysis of the impact on business to understand how to recover from the crisis Analysis of the impact on business examines the consequences of disrupting normal business operations and collects the data needed to develop possible recovery strategies prevention and mitigation strategies. The scenarios that cause this violation can be identified in the risk assessment. Adjust this pattern of business impact analysis to make your own: Business Impact Analysis sheet should help you assess: When and how long it will take for an emergency to have the greatest financial impact Of the operational impact that will depend on your business (customer flight, lost sales, overtime, etc.) Financial implications due to the operational impact after analyzing the impact on your business, use this template to figure out a strategy to increase sales or At least mitigate the impact: Use the Business Continuity Plan template to see what resources you need to weather the crisis Of the Business Continuity Plan ensures that the company is ready to continue the business even in the event of a crisis. The Business Continuity Plan consists of four components: Business Impact Analysis Determining the Resources Needed for Recovery Strategies Develop an Anti-Crisis Exercise Plan and Testing In short, a business continuity plan looking at what the crisis can affect the company, what resources are needed to deal with the crisis and any ongoing gaps in resource needs. This Business Continuity Plan template will help you piece together all these considerations: Design Tip: Our simple table editor lets you add and delete columns and lines in your plan crisis with a few clicks - it's the same as using Excel or Google sheets. You can also automatically import Google Sheets data by sticking it in a link to documents. A pattern of financial forecasts is needed to re-evaluate profits in Crisis As a result of the crisis, the finances of your business may be at risk. You may face not only lost income, but also additional costs. It is advisable to review your income in light of the projected disruptions in your normal operations and see exactly how much profit will be reduced. The Financial Forecasts template will help you present your findings to less financially literate stakeholders: Design Tip: Our simple chart editor makes it easy to edit any diagrams in our templates. Double tap any chart and add new data, change colors, etc. we will automatically adjust the chart for you. After all, insurance or government measures to mitigate business losses are not likely to cover all revenue losses. And if your competitors somehow avoid exposure, then you will certainly face the consequences of losing customers or customers in this contest. Once you've made your predictions, check out the U.S. Small Business Disaster Relief Administration for small businesses and private nonprofits if necessary, as well as the Small Business Interruption Loan Program. The draft Emergency Response Plan to protect the lives of your employees' Emergency Response Plan begins with a risk assessment and then identifies the resources needed to respond to emergencies and procedures and plans that you can put in place to prepare your company for an emergency. The safety of life should be the focus of any emergency response plan and then the neutralization of an emergency and mitigation. Your emergency response plan should contain the following. Goals of your crisis plan What an emergency response team should do during an emergency Any rules that need to be considered as fire code. The Evacuation Plan Severe Weather/Tornado Shelter Plan Lockdown Plan Medical Emergency Plan Fire Emergency Plan and Fire Service Emergency Services members of the Public Emergency Information Information Systems And Communications Systems available This emergency response plan template has everything you need to develop a comprehensive strategy: Design Council: Copy any page in this crisis management plan or click to add a page. Follow our table content guidelines on page two to build a complete anti-crisis plan. You can also include key points of your plan in a one-page emergency response plan: FEMA.gov has excellent resources to help your business prepare for an emergency. Browse the test Assess how prepared your business is for emergencies with a simple emergency preparedness checklist. Need help in developing crisis management plans? Discover our example of risk assessment, business continuity plan template, and emergency response plan template. Design Tip: Open our library of icons in our drag editor to drag check-marks. Or print out the checklist (only paid plans, learn more about our pages). Or try a decision tree to decide how to react in which scenarios: You can also use this org board to determine succession, i.e. who is responsible for what in case a team member is unavailable. Remember that the crisis management plan will only work in a crisis situation if team members receive proper training in advance and get their decision-making in the crisis model in practice. The guidelines for crisis response and the ability of the team to make decisions must be tested before a real emergency occurs. You can also use this simple timeline template to outline your crisis management plan: Check out our other project plan templates to help visualize your strategy. Crisis communication plan of frequently asked questions: What is an anti-crisis communication plan? The Crisis Plan is an internal document that the company uses to prepare for an emergency or other crisis. It contains a plan so that the business is ready for how to communicate with stakeholders when a crisis occurs. These stakeholders may include the media, the public, customers, customers, suppliers, partners and employees. The crisis plan of communication must be considered: what needs to be done once a crisis occurs. Who should be reached and how to prevent the crisis from happening again (if applicable) In general, the purpose of the anti-crisis communication plan is to prepare the company to respond quickly to the crisis and deploy the necessary information quickly. It should also ensure that all of the company's messages are aligned and consistent. While the response of the business will vary depending on what exactly the crisis is, write a plan that can be adapted regardless of the emergency at hand. A crisis communication plan template will help you include the right information. Why do we need an anti-crisis communication plan? You need an anti-crisis communication plan, because in the digital age, if your company doesn't tell your story someone else will certainly be, and it probably won't be the story you want to tell. And it's not enough to just respond, you should be prepared with a crisis communication plan to respond immediately, accurately and appropriately, according to the Department of Homeland Security. The crisis communication plan template will make sure that your business has predetermined which stakeholders should be considered and through which channels (press release, email, etc.) How do you write the anti-crisis communication plan? To write a crisis communication plan, you first need to determine: Possible crisis scenarios Who will form your crisis management team Appropriate internal and Messages and draft potential responses Decide what level of response is needed for what scenarios What media training needs Audience to be achieved, for example: Employees Customer Suppliers Family Employees News Media Government Regulators, Officials, etc. Immediate community near the object of the facility Survivors and their families Our crisis communication plan examples above are a good place to start. What should be included in the anti-crisis communication plan? Here's what should be included in the anti-crisis communication plan: risk assessment: what threats will work with your business, what business functions will be affected and the resources needed to protect these features. Crisis Management Team Names. Contact Information about Emergencies, Responsibilities Contact Information Audience (see list of potential audiences above) Outline Alert System that can communicate with multiple stakeholders and is not dependent on a single network to install a notification system for the next of kin of employees and caregivers of children or dependent adults. The system of incorporating and training new employees on the anti-crisis communication plan. Plan to set up a hidden hotline or website to activate in the event of a crisis. Started with the templates of our anti-crisis communication plan. Related Resources Join Yennage CEO, Eugene Wu to find out how you can develop impactful infographics in 5 steps. 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