



When The Stuff Hits The Gumbo Pot!

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Steps for Communicating in A Crisis

- ◆ Step One: Empathy-Live it.
- ◆ Step Two: Confirm Facts only.
- ◆ Step Three: What is not known.
- ◆ Step Four: Process to find answers to unknown



Steps for Communicating in a Crisis

- ◆ Step Five: Give Action Steps
- ◆ Step Six: Where to Find More Information
- ◆ Step Seven: Statement of Commitment in real terms.
- ◆ Step Eight: Channel your Inner Aristotle-Ethos-Logos-Pathos
- ◆ Step Nine-Right Information-Right People-Right Time-Right Decision



Traits of Effective Communications

- ◆ Succinct-Clarity
- ◆ Avoid Jargon
- ◆ Ease of Understanding-KISS
- ◆ Credible-Continuity and Consistency
- ◆ Humanize the Subject
- ◆ Beyond Features to Benefits



A-C-C-C x Two

- ◆ Anticipate
- ◆ Coordinate
- ◆ Cooperate
- ◆ Communicate X two



S A P P

- ◆ Security
- ◆ Accuracy
- ◆ Propriety
- ◆ Policy



Crisis Leadership Core Principles & Values

- ◆ Be First-Maximum Disclosure & Minium Delay-1-3 minutes to respond.
- ◆ Be Credible
- ◆ Be visible
- ◆ Be Accountable
- ◆ Treat everyone with respect



Four Necessary Communications Messages during a Crisis

- ◆ Trust
- ◆ Compassion
- ◆ Stability
- ◆ Hope



Command Message Mapping

- ◆ 27-9-3
- ◆ Command Message One-Who? What? Where? When? Why? How?
- ◆ Command Message Two-What are you doing to fix the situation?
- ◆ Command Message Three-What's the future?



Supporting Command Messages

- ◆ Supporting Message One
- ◆ Supporting Message Two
- ◆ Supporting Message Three



When the Stuff Hits The Gumbo Pot!

- ◆ Overall Policy Statement---Clear and Simple
- ◆ Special Emergency Situations—at least 10.
- ◆ Types of Crisis
- ◆ Crisis Center Locations- Primary & Alternate



When the Stuff Hits The Gumbo Pot!

- ◆ General Statement of Duties:
- ◆ Senior On Scene BOSS
- ◆ Security Liaison
- ◆ Public Relations/Affairs Expert
- ◆ Info. Center Juggler/Coordinator
- ◆ Other Key People



When The Stuff Hits The Gumbo Pot!

- ◆ Guidelines Do's
- ◆ Have a Crisis Plan
- ◆ Practice and Update Your Plan
- ◆ Senior Leaders Must Buy in totally—They Must Be The Pig!
- ◆ One And Only Spokesperson!



When the Stuff Hits The Gumbo Pot!

- ◆ One and Only One Crisis Communication Center
- ◆ Go Ugly Early!
- ◆ 3 C's: Control, Competence and Concern
- ◆ Top Dog Must Bark---FIRST!
- ◆ 24/365/7 Staffing
- ◆ After Action Report



When the Stuff Hits The Gumbo Pot!

- ◆ Guidelines Don'ts
- ◆ Never—Ever Speculate!
- ◆ Do not let the story dribble out—Tina Turner effect!
- ◆ Never say “No Comment”
- ◆ Do not release info. On anybody until NOK have been notified!



Communication is Critical

- ◆ “Communication is The Best Vaccine until Science defines the solution.”
- ◆ Scott Lillibridge, MD



When the Stuff Hits The Gumbo Pot!

- ◆ Any Questions!
- ◆ Be Proactive and always eat your Gumbo when it's HOT!