



Brand Protection Tool™

"Life is like riding a bicycle. To keep your balance, you must keep moving" - Einstein

Module One – Analyzing the Crisis

Goal: To develop a plan to anticipate, analyze, rate, and determine if early public relations and messaging preparation will increase the probability of positive outcomes during a crisis where you position your city to retain the trust of your most important constituencies as you work your way through the crisis.

Crisis many times can provide opportunities (i.e. Tylenol).

What is a crisis and how do you protect your brand? There are many definitions but from a communication standpoint, I like this one: *A crisis is something that puts your organization's trust (brand) at risk with whoever's trust you must maintain to survive and thrive.* Masters of Disaster, Christopher Lahane, Mark Fabiani, and Bill Guttentag.

With the advent of the information age, your crisis is now moving at the speed of light, the public (and your public's) are much more jaded, everyone is a "journalist" and your every move and reaction can and will be recorded on audio or video and scrutinized for authenticity and transparency.

A reputation carefully honed over hundreds of years can be destroyed in a single moment - Ancient Chinese aphorism

Brainstorm with your entire management team:

- Be absurd
- List as many potential issues or crises as your team can imagine
- No such thing as an exhaustive list

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- Review quarterly or every 6 months
- 1. Consider external factors that are probable and can have a significant impact on your brand protection rankings? Give them a probability range factor from 10%-90%. (i.e. technology development, new government regulation, political climate, etc.)**

- 2. List External Factors**

- 3. Agree to probability range**

Scoring Tool (assign each a factor from lowest scored at 1 to 10 scoring highest)

Probability – What is the likelihood that this event will happen? Think about how many factors are influencing this decision.

DO NOT allow the following to color your decisions: **past successes**, your predilection to being an **optimist**, your predilection to being a **pessimist**.

THINK ABOUT:

Trends - *i.e. losses 1% first year, 1.5% second year, 2.5% third year...this trend indicates trending to a 10% loss at 5 years, but considering individual years it didn't look like a great loss potential*

Assumptions – *What basic assumptions are you making in determining your probability and could any of them change in the next year? Challenge yourself to seriously consider your basic assumptions.*

Now Score:



Timing – What is the likelihood the crisis will happen in the next year?

Overall Impact – How high is the overall potential impact on your company with this scenario?

Action Potential – How much impact will advance planning have on mitigating negative impacts or providing for positive impacts?

List your top 5 potential crisis situations

Situation	Score

Now it is time to work through a brand protection PR plan.