

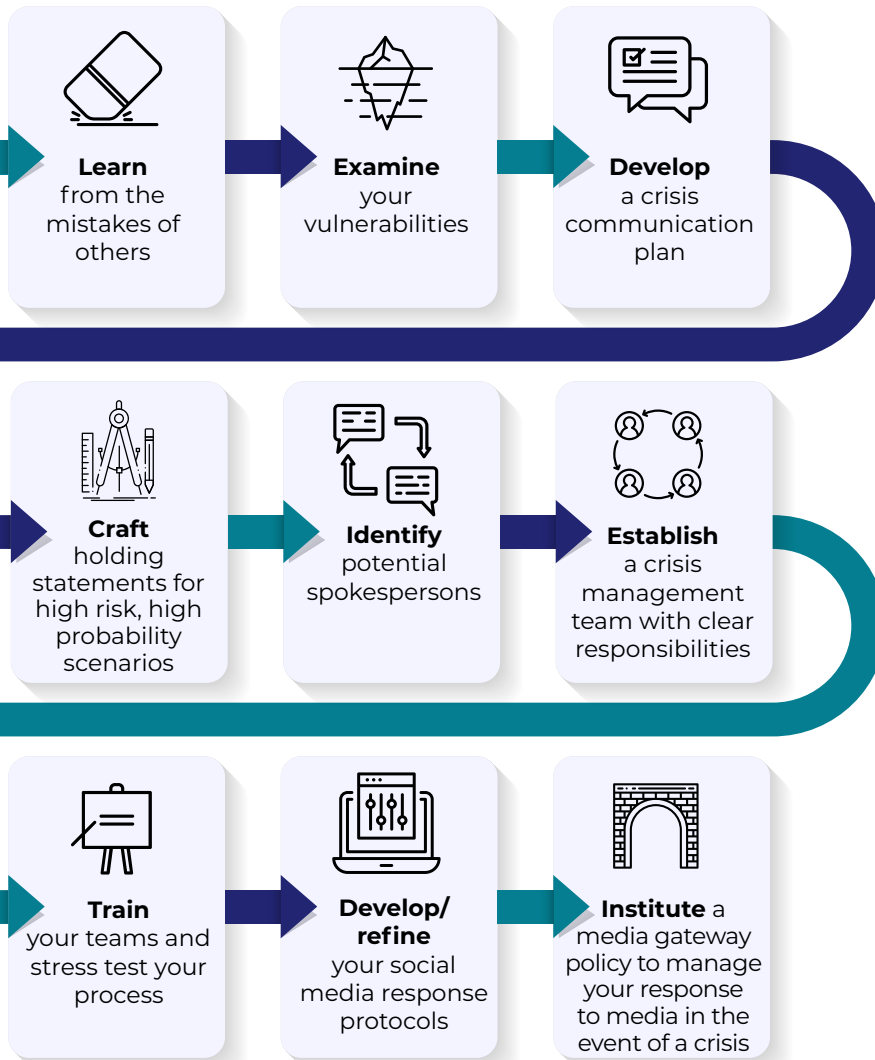
# Dance Data Project®

## Communicating Through a Crisis

### Respond – Reassure – Resolve – Recover

with Shannon Riggs of FINN Partners

#### Proactive and Preventative Steps to Take Now:



#### Six Key Elements of Crisis Communications

	Element	Description	Timing
1	<b>Rapid Response</b>	React quickly to indications of a crisis. Delay in communication opens opportunity to rumors or misinformation.	Immediate
2	<b>Transparency &amp; Accountability</b>	Tell the truth and take responsibility for matters within your control. Passing off responsibility erodes trust and discredits future communications.	Immediate
3	<b>Empathy</b>	Recognize the impact that the situation has had on those that are affected. Expressing empathy builds a connection to those involved and respect within audiences.	Immediate
4	<b>Restitution</b>	Communicate that you will 'make it up' to those that are affected – within reason and what is appropriate.	Mid-term
5	<b>Reform</b>	Communicate the steps that are being taken to ensure that the incident doesn't happen again.	Mid-term
6	<b>Resolution</b>	When the crisis is resolved, clearly communicate that the matter is complete.	Final