

LAB NOTES

HOW TO MANAGE A CRISIS IN YOUR BUSINESS

As a business owner, the last thing you even want to think about (let alone deal with) is a crisis. But, by being prepared and knowing how to deal with potential crises, you can save yourself and your business a lot of heartache.

Melissa Agnes, author, strategic advisor, and keynote speaker, knows all about preparing for and dealing with crises, and she shared some excellent tips for business owners in times of trouble. Check them out below (plus a bonus exercise to do with your team!). You can also get her tips and some cool freebies [on her website](#).

IDENTIFY IF IT'S A CRISIS OR AN ISSUE

When it comes to your business, a lot of things can feel like a crisis. But, that doesn't mean it actually is. Melissa says when something happens, you have to decide if it's a crisis or an issue. How can you tell?

An **issue** is something that doesn't stop business as usual. As she says "It won't be a fun day at the office," but things will continue to move.

A **crisis**, however, is something that stops business as usual and has a long-term impact. This is what you want to avoid, and she has some ways to do that on her site or in her book.

But, we want to talk about what to do in a crisis.

DO THESE TWO THINGS SIMULTANEOUSLY

If you've identified that something is a crisis (think: Chipotle salmonella outbreak), Melissa says you have to do the following two things at the same time:

1. Take the right course of action to fix it.
2. Communicate effectively.

Figure out what you need to do to rectify the situation and then let people know what you're doing, when it's happening, and what to expect. If you do this, you can build trust and hopefully stave off an intense public reaction.



“Your business is your baby, and it’s worth protecting.”

Melissa Agnes



Bonus

DO THIS EXERCISE WITH YOUR TEAM

Melissa's goal is for businesses to be ready to handle any crisis, and in order to do that, you have to know what those crises might be. She suggests sitting down with your team and making a list of any potential crisis that could arise and then thinking about how you would respond in those situations.

Ask your team: What are our potential crises?

How would you respond to these crises?

Note:

Melissa says to remember that your response to crises might change and evolve over time, or your potential crises might change, too. So, do this exercise fairly regularly to stay on top of things!

OTHER RESOURCES FROM MELISSA:

- [Crisis Ready Formula for Detecting Heightened Risk of Virality](#)
- [Crisis Ready Issue Management Flowchart](#)
- [Crisis Ready Formula for Responding to Emotional Relatability](#)
- [Crisis-Ready: Building an Invincible Brand in an Uncertain World \[Book\]](#)
- [The Invincible Brand Podcast](#)

