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While there is no absolute panacea for crisis prevention, concentrating on the following areas will go a long way in helping prevent crises before they emerge.
The purpose of the crisis management team is to plan for potential crisis events and to manage those events should they occur. As strategy makers the team develops alternatives and appropriate decisions for dealing with crisis situations. These processes must be a very fluid process as external and internal environments change rapidly. The team should consist of key representatives of the organization, such as operations, marketing, and accounting. In addition, the top executive or business owner should be a part of this team. If the team is new, it may be worthwhile to consult with experts who can provide the team with a framework for operation. This planning may be done through consultants who can schedule training sessions for the core members of the team. While the size of the team depends on the particular type of organization, any more than ten members can become onerous. The crisis management team should meet at least twice a year. This schedule will help them work on developing a crisis management plan. This plan outlines how the organization will respond to crisis events and who will be in charge of managing various aspects of the crisis.
This analysis is one of the most important steps in developing the crisis management plan. It is a process of identifying and gathering information about the most significant vulnerabilities in the business. It also requires prioritizing them to ensure that management is addressing their potentiality. For example, all commercial watercraft and airlines are prepared and equipped to respond to emergencies. A business that plans for crisis unique to its industry becomes better prepared to manage the crisis should it occur. Crisis preparation and planning should be an ongoing activity requiring management and employees always be vigilant.
Communicating during and after a crisis is crucial to successful crisis management. Regardless of the efforts that an organization makes to prevent a crisis, eventually it will have to face a crisis. The strategy on how to communicate during and after a crisis is an extremely important decision and setting and agreeing on a strategy for communication is essential to successful management of the crisis. An indispensable element of the communication process is the selection of a proper spokesperson. This person should be well trained in communicating the correct message at the correct time and to the correct audience. In some cases, hiring a consultant to assist in developing a proper responsive communication system may be necessary.
Offering both formal and informal training to management and employees is an important ingredient in the crisis management. The more knowledge an employee has about the warning signs of a potential crisis, the easier it will be to identify the crisis and deal with it immediately. It must be remembered that it is much less costly to deal with a problem before it occurs than to have to address a full-blown crisis and its aftermath. Appropriate training is part of proper planning and preparedness.
5. FLEXIBILITY

- In managing a crisis, the decision-makers must not be locked into rigid plans. Responding to a crisis requires managers to be flexible and capable of making competent impromptu decisions as events emerge.
6. **ESTABLISH AN EVALUATION MECHANISM**

- Crises are not enjoyable situations; thus, everything possible needs to be done to prevent their recurrence or the occurrence of another type of crisis. Questions in the pre-crisis stage include what could happen and how it can be prevented? If the organization has already experienced a crisis, then there is an opportunity to assess what occurred and compare it to what was planned for in the crisis management portfolio. If a crisis has not yet occurred, then it is imperative that specific evaluative criteria be included in the crisis management plan. Feedback from proper analysis is essential. Along with activating the crisis management team, accurate and timely communication is critical. Questions in the post-crisis stage include what happened, why it happened, and what could have been done to prevent it? The recovery stage consists of getting operations back to normal, as well as preparing for the next crisis. Efforts should be devoted to reexamine vulnerabilities or threats and to repeat a SWOT analysis. It is a process of continual improvement. This strategy does not guarantee prevention of future crisis, but it presents management alternatives and incremental improvements in dealing with crises.
THANKS