

# Small Business Crisis Checklist

Will you be prepared when a crisis hits your business? A crisis can devastate a small business. A crisis can result from either a positive or a negative event - but either way, planning ahead is the best way to make sure your business survives the unexpected.



## Before A Crisis

- 1 Identify Types of Potential Crises: What types of crises is your business likely to encounter? What crises have your competitors encountered?
- 2 Designate A Crisis Management Response Team: Who on your team will be involved in a crisis response? Do you need to hire a PR firm?
- 3 Provide Media Training: Many crises

## During A Crisis

- 4 Identify a Spokesperson: Who will update employees, customers, stakeholders or the media about the crisis?
- 5 Get The Facts: While a quick response is important to provide information and reassurance, make sure you have the correct information before making an internal or public response.
- 6 Be Honest: Never lie to the public or the media about what happened. Take responsibility as needed,
- 7 Use Social Media Strategically: A public response to a crisis may be required. Review previously scheduled social media posts and listen to

## After A Crisis

- 8 Evaluate Your Crisis Team Response: What worked, and what didn't work?
- 9 Update Your Crisis Plan: What lessons have been learned, and what should be done differently?

