

# The *New* Rules of Crisis Leadership

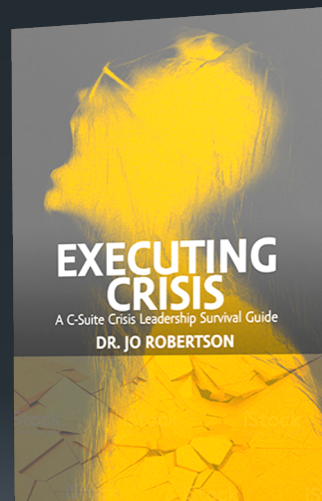
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Based on:

**EXECUTING  
CRISIS:  
A C-Suite  
Crisis Leadership  
Survival Guide**

Conference discount available at:  
[tiny.cc/executing-crisis](https://tiny.cc/executing-crisis)



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## What Were the *Old* Rules?

- Build plans and process according to best practice and cardinal rules:
  - Be prepared to act as soon as the story breaks
  - Begin communicating within one hour...

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## The *New* Rules

- Communicate at the speed of sound.
- Streamline your approval process.
- Craft your hip-pocket statements now.
- Acknowledge social media's power and plan to harness it.

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## The *New Rules*

- Build alliances with unofficial spokespersons.
- Anticipate questions and develop answers.
- “Trust us” only works once.
- Take one step beyond what stakeholders really expect.

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## The *New Rules*

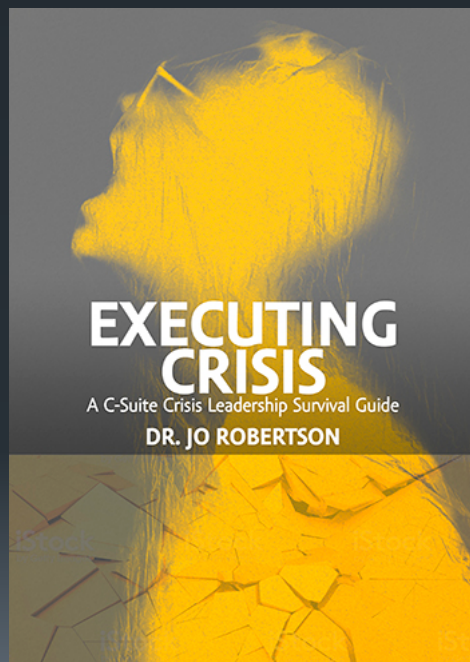
- Break your own story.
- Make good news easy to find.
- Be a good neighbor.
- Challenge experts’ “cardinal rules.” Ensure “best practice” is best for *your* organization.

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## The *New Rules*

- Identify the signal detectors.
- Answer reporter questions in 20 seconds.
- Identify affected parties and assist them in bringing closure to the incident.

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