

Create Good 2021

We Didn't Start the Fire

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Before the spark...

1. Frame with values
2. Show don't tell (explanation is a superpower)
3. Find balance (high efficacy + high urgency = magic)

When you smell smoke...

1. Correcting mistakes makes them worse
2. Data can help, but they need context
3. Align your messenger to cut through and stick

Where there is smoke, is there fire?

Crisis = Public Reaction (Crisis Catalyst – Perceived Benefits + Perceived Risks)^{time}

In the center of the fire...

Develop a crisis plan

1. Crisis Management Team
2. Diagnosis
3. Crisis Catalysts
4. Risks and Reactions
5. Priority Audiences
6. Internal Audiences
7. Response Strategies
8. Messaging
9. Spokesperson
10. Evaluation

Crisis Catalysts:

- Exclusion
- Lack of credibility
- Fear
- Victim vulnerability
- Injustice
- Narrow view
- Immorality
- Negligence

Response Strategies:

- Cauterize
- Preempt
- Divert
- Compromise
- Double Down
- Ridicule
- Reparations
- Rally

Want further support?
We're here to help.

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