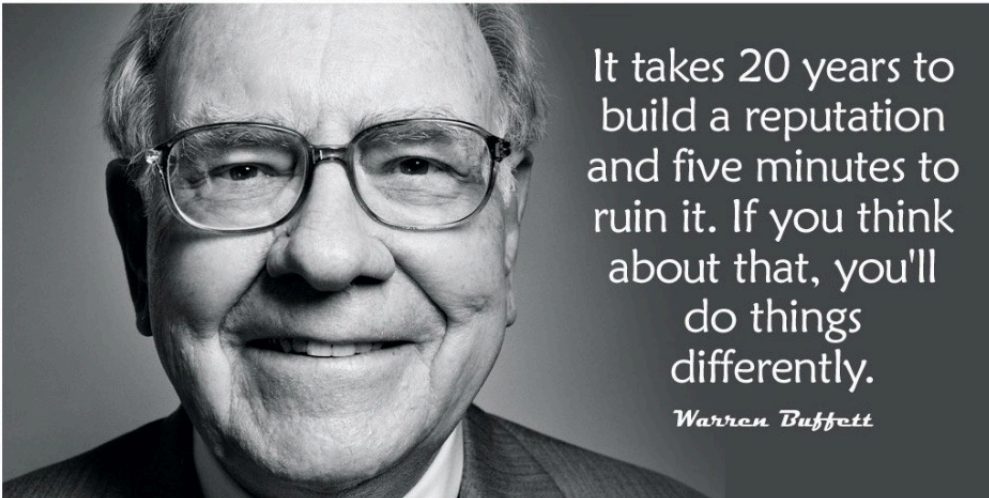


# MAKING THE TEAM

Why HR MUST be part of a crisis team





It takes 20 years to  
build a reputation  
and five minutes to  
ruin it. If you think  
about that, you'll  
do things  
differently.

*Warren Buffett*

**YOUR  
REPUTATION  
HAS VALUE**

“YOUR  
ORGANIZATION  
OWNS ITS **BRAND**.  
THE PUBLIC OWNS  
YOUR **REPUTATION**.”



## WHAT IS A CRISIS?

A crisis is anything that knocks you off your regular path and damages your reputation in the eyes of your stakeholders



A figure skater in a purple dress is captured in a dynamic pose on an ice rink. She is wearing white ice skates and has her arms raised, with one hand near her head. The background is a bright blue wall with some faint, illegible text. A large white rectangular box is overlaid on the center of the image, containing the text "CRISIS IS A TEAM SPORT" in bold blue capital letters.

**CRISIS IS A  
TEAM SPORT**

## CURRENT SITUATION - A QUICK POLL

- Has your company maneuvered through a crisis during your time there?
- If not on the crisis team, are you included in strategy regarding employee impacts?
- Is communicating with employees an important part of your crisis response strategy?
- Does your organization see employees as a key stakeholder group?
- Are you part of the team that makes crisis response decisions and employee communications?

FIRST VS.  
SECOND  
LEVEL  
THINKING



SMOKE

vs

FIRE





## THE GOLD, SILVER & BRONZE REASONS THAT HR NEEDS TO BE ON THE CRISIS TEAM

- HR brings the employees to the table.
- HR is an Early Warning System.
- HR ensures that all crisis decisions meet HR rules and regulations.



# SIX WAYS TO START THE CRISIS CONVERSATION

HR HAS THE PULSE ON OUR ORGANIZATION. HOW DO WE FACTOR THAT IN TO CRISIS PLANNING?

DO WE HAVE A CRISIS PLAN? WHAT IS HR'S ROLE?

IF WE ARE DEALING WITH HR MATTERS, WE MUST ENSURE THAT WE ARE NOT BREAKING OUR OWN RULES. HR CAN OWN THAT.

EMPLOYEES ARE THE HEART OF US. THEY NEED A VOICE IN CRISIS PLANNING

IN OUR CRISIS STRUCTURE, WHO DO I RELAY INFORMATION TO?

HOW DO WE DEFINE A CRISIS?



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