

Chapter 5: Crisis Management

What is a crisis?

A **change** (sudden or evolving) → a **problem** → **immediate** actions
Business crisis → damage to employees/reputation

Crisis: 3 characteristics:

1. **Sudden** disturbing events
2. **Short** notice
3. A feeling of **fear or threat**

2 types of crises:

1. **Natural crises:** acts of nature, beyond human control: earthquakes, floods, landslides, etc.
2. **Industrial crises:** organized activities led by humans: wars, bankruptcy, terrorist attacks, etc.

Crises send **warning signals**: Strong or weak

What is crisis management?

Not prescribing the exact solutions

Crisis management depends on **crisis type**

Crisis management: **mitigating the negative impacts** of unexpected problems

Crisis management steps:

Preparedness is the most important step.

Systematic examination of possible threats, problems, opportunities leading to new risks

Use of strategies for getting out of the crisis

Making decision for future actions

What is preparation? PTT

Creating crisis response plan: **Planning**

Selecting and training crisis management teams: **Training**

Testing the plan and the teams: **Testing**

Crisis response plan: **Flexible**

Plans must be sent to **emergency services**

Tehran Disaster mitigation and management organization:

Earthquake emergency preparedness:

Studying and increasing safety: **Pre-crisis**

Doing necessary actions to **reduce the losses**: **While-crisis**

Managing city **reconstruction**: **Post-crisis**

SAVER:

Collecting risk maps, geographical information, and population in a **database**

Scenarios: potential damages: target population affected by disaster

Conclusion:

Systematic (not spontaneous) approach

Learning from previous crises

Recovery from crisis: opportunity for reconstruction: **New normality**