# Phase 2 Facilitator Guide – Executive Team

## Phase Overview: Public & Internal Chaos (T+30 to T+60)

Phase 2 marks a shift from internal confusion to public scrutiny. The Executive team must coordinate formal escalation, respond to insurer and media pressure, and keep cross-team alignment intact. Early decisions now carry weight, with policy and public implications.

This phase tests:

* Decision-making under external pressure
* Use of crisis communication protocols
* Integration of Legal, Media, and Ops inputs

## Injects Relevant to Executive

### P2-1 (T+30 to T+40)

**INJ004C:** Finance queries delaying vendor payments (Exec & Legal)  
**INJ004D (Noise):** HR wellbeing check-in

**Facilitator Notes (P2-1)**

* Expect early questions about vendor stability and financial exposure.
* Prompt:
  + "Have you discussed implications of vendor payment delays with Legal?"
  + "Is there a reputational risk in delaying or denying payments?"

### P2-2 (T+40 to T+50)

**INJ005C:** Insurer requests clause 4.7 clarification (Legal will likely escalate to Exec)

**Facilitator Notes (P2-2)**

* This inject adds legal and financial pressure.
* Exec must weigh up whether to declare a formal public-facing incident.
* Prompt:
  + "Have you reviewed the crisis escalation status with Legal and Media?"
  + "Are you expecting to front-face this, or hold?"

### P2-3 (T+50 to T+60)

**INJ006B:** Journalist direct message to CEO  
**INJ006C:** Angela Poole confirms ABC media want CEO interview  
**INJ006E (Noise):** Email about video wall installation (Exec, Media)

**Facilitator Notes (P2-3)**

* Media visibility is now high.
* Executive should either front-foot the comms or delay with clear rationale.
* Prompt:
  + "Do you have alignment with Legal and Media for the interview response?"
  + "Have you prepared a response protocol for real-time media contact?"

## Executive Role Expectations

* Coordinate Legal and Media response
* Lead crisis communication escalation
* Ensure stakeholder confidence

**Key Policy References:**

* Crisis Escalation Tree §2
* Stakeholder Comms Flowchart

## Executive Decision Point – Phase 2

**Decision: Declare Public-Facing Crisis?**

|  |  |  |  |
| --- | --- | --- | --- |
| **Option** | **Description** | **Implication** | **Score** |
| ✅ Declare public-facing incident and coordinate messaging | Proactive coordination | Media response aligns with legal & executive briefings | +10 |
| ⚠️ Delay declaration, request internal input | Conservative | May delay response & amplify media speculation | +2 |
| ❌ Downplay issue as minor | Risky | Legal/media misalignment; reputational risk | -7 |

## End-of-Phase Checkpoint Prompt

At or near **T+60**, facilitator should ask:

"Executive team — with cross-role pressure increasing, are you escalating this publicly? What is your coordinated message and response posture?"

Ensure their crisis declaration (or justification for delay) is documented.

## Tip for Facilitator

If Exec is hesitant:

* Highlight INJ005C (insurer query) and INJ006C (live interview request)
* Ask if they’ve used the Stakeholder Comms Flowchart
* Reinforce that lack of coordination here may weaken team alignment later

#### End of Phase 2 – Executive Team Facilitator Guide