# Phase 3 Facilitator Guide – Executive Team

## Phase Overview: Full Crisis Realised (T+60 to T+90)

Phase 3 presents the apex of pressure on the Executive team. Operational chaos, legal exposure, and real-time media scrutiny converge. Executive leadership must now actively shape the public narrative while coordinating with Legal and Media teams. Missteps here carry immediate reputational fallout.

This phase tests:

* Reputational leadership under scrutiny
* Coordination across Legal, Media, and Ops
* Crisis posture and response authorisation

## Injects Relevant to Executive

### P3-1 (T+60 to T+70)

**INJ010B:** Transport Scheduler email – containers misrouted, client angry  
**INJ010C (Noise):** Finance cost centre codes  
**INJ010D:** Legal Intern queries Port Authority notification  
**INJ010E:** Media team seeks direction on radio comment draft

**Facilitator Notes (P3-1)**

* Executive should begin coordinating responses and confirming incident posture.
* Prompt:
  + "Are you instructing Media on public messaging?"
  + "Is Port Authority notification appropriate or premature?"

### P3-2 (T+70 to T+80)

**INJ011A:** HR morale leak memo – leadership confusion  
**INJ011E:** Union retweet of sabotage article + “we warned them” comment

**Facilitator Notes (P3-2)**

* This is a narrative shift point. Expect Executive to shape internal and external response.
* Prompt:
  + "Has the leadership position been clarified internally and externally?"
  + "Have you coordinated with Media and Legal on narrative response?"

### P3-3 (T+80 to T+90)

**INJ012B:** Journalist sends second CEO interview request  
**INJ012D:** Dock Supervisor threatens night shift halt due to morale  
**INJ012E:** Journalist camera crew now waiting at gate

**Facilitator Notes (P3-3)**

* Immediate decision point: CEO public comment.
* Facilitate decision coordination across Legal and Media.
* Prompt:
  + "Will the CEO address media? Is a unified message approved?"
  + "What is your response to the operational escalation from Dock Supervisor?"

## Executive Role Expectations

* Lead organisational posture under scrutiny
* Coordinate with Legal and Media for unified response
* Make final call on CEO interview and crisis framing

**Key Policy References:**

* Crisis Comms SOP §5.1
* Stakeholder Messaging Matrix
* CEO Comms Briefing Template

## Executive Decision Point – Phase 3

**Decision: Approve CEO Interview Response?**

|  |  |  |  |
| --- | --- | --- | --- |
| **Option** | **Description** | **Implication** | **Score** |
| ✅ Approve coordinated CEO statement | Leadership | Builds trust, demonstrates crisis command | +10 |
| ⚠️ Delay interview, request prep | Controlled | Risk media misinterpretation under pressure | +3 |
| ❌ Refuse comment or go silent | Reputational risk | Appears evasive, damages authority | -7 |

## End-of-Phase Checkpoint Prompt

At or near **T+90**, facilitator should ask:

"Executive team — what’s your position on the CEO media request? Are you aligning with Media and Legal on message framing?"

Ensure decision is documented and shared across teams.

## Tip for Facilitator

If Exec stalls:

* Refer to INJ012E (media crew on site)
* Ask whether they’ve used the CEO Comms Briefing Template
* Reinforce reputational risk of indecision

#### End of Phase 3 – Executive Team Facilitator Guide