

Crisis Plan Template

1. Document Introduction

2. Crisis Scenarios/Situations (8-12)

1. Natural disasters - for example, flooding caused by burst water pipes or heavy rain, or wind damage following storms
2. Theft or vandalism - theft of computer equipment, for instance, could prove devastating. Similarly, vandalism of machinery or vehicles could not only be costly but also pose health and safety risks.
3. Fire - Even small fire can incapacitate a critical business function (server room for example).
4. Power cut - Loss of power could have serious consequences. What would you do if you couldn't use IT or telecoms systems or operate other key machinery or equipment?
5. IT system failure - computer viruses, attacks by hackers or system failures could affect employees' ability to work effectively.
6. Restricted access to premises - how would your business function if you couldn't access your workplace - for example, due to a gas leak?
7. Loss or illness of key staff - if any of your staff is central to the running of your business, consider how you would cope if they were to leave or be incapacitated by illness.
8. Outbreak of disease or infection - an outbreak of an infectious disease among staff, or among students could present serious health and safety risks.
9. Terrorist attack - consider the risks to your employees and your business operations if there is a terrorist strike, either where your business is based or in locations to which you and your employees travel. Also consider whether an attack may have a longer-term effect on your particular market or sector.
10. Crises affecting suppliers - how would you source alternative supplies?
11. Crises affecting customers - will insurance or customer guarantees offset a client's inability to take your goods or services?
12. Crises affecting your business' reputation - how would you cope, for example, in the event of libel in social networks?

3. Crisis Considerations

- Documentation - critical to document all events, formal notes, crisis team contact forms, press contact forms
- Proprietary Information - Confidential information, guidelines in dissemination of data
- Financial and Legal Considerations - Implementation guidelines (suspend trading of stock, communication with consumers, employees)
- Media Relations - Single point of contact, Log all press calls, example press releases, guidelines for information dissemination

4. Crisis Management Team - Senior management, public relations, communications, legal, HR

5. Crisis Management Facility - Command Center considerations (media control)

6. Notification Procedures -

7. Action Procedures

8. Post-Crisis Analysis

9. Plan Exercising

10. Appendix