# A good working definition of what constitutes a *Crisis* enables a business, organization or entity to do the following things ..

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01

ACTIVATE

To know when the situation can no longer be effectively managed by routine operations or business line leadership and a coordinated resolution effort must be activated

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MANAGE

02
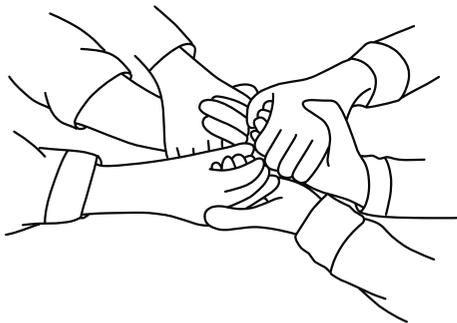
Swiftly and decisively deploy the Crisis Management Team (CMT) with top leadership mandate to manage and resolve with full support, expertise and resources from across the organization

4

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MONITOR

03

Determine how and when to deploy 24/7 media monitoring and stakeholder mapping to follow the conversation; map the direction of sentiment; deploy messaging and tailored action to make a significant impact to resolve the situation

5

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MITIGATE

04

Quickly identify the tipping point from an issue or incident to a full-blown crisis; and take proactive steps to mitigate or prevent further escalation

6

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DE-ESCALATE

05

Understand what constitutes a significant *escalation* and know what needs to be done in terms of messaging, tangible actions and stakeholder management to ethically and sustainably de-escalate

7

MEASURE

06

Determine what success looks like and develop targets and guidelines that focus on managing what matters most over the long-term (i.e. reputation)

8

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BE-SPOKE CRISIS COMMUNICATIONS TRAINING FOR YOUR TEAM

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October 2025