

CHECKLIST OF A CRISIS-RESILIENT PUBLIC SECTOR ORGANIZATION

1

HAS A WELL-RESOURCED CRISIS COMMS TEAM



- Dedicated professionals
- Clear roles & responsibilities
- Media monitoring capability
- Rapid response systems
- Budget & leadership support

*Resilience is long before
the crisis begins.*

2

HAS STRONG GOVERNANCE SYSTEMS



- A tested crisis management framework
- A functioning values and ethical framework

*These become the compass for difficult
decisions when pressure is highest.*

3

DEMONSTRATED ABILITY TO NAVIGATE COMPLEX CONVERSATIONS



- Communicates dilemmas honestly
- Addresses public concerns directly
- Engages critics respectfully and constructively
- Handles political & stakeholder pressure without losing credibility
- Regards reputation as more valuable than winning at all costs

4

ABILITY TO ADDRESS & RESOLVE ISSUES WITHOUT DENIAL, DEFLECTION OR DEFENSIVENESS



- Acknowledges issues
- Accepts responsibility where appropriate
- Supports positive actions
- Demonstrates accountability

Accountability protects reputation.

CHECKLIST OF A CRISIS-RESILIENT PUBLIC SECTOR ORGANIZATION

5

ABILITY TO OWN ITS NARRATIVE WITH CREDIBLE EVIDENCE



- Facts
- Evidence
- Transparency
- Consistency

6

ABILITY TO PROTECT, REPAIR & RECOVER FROM SIGNIFICANT REPUTATIONAL DAMAGE



- Protect stakeholder confidence
 - Repair damaged trust
 - Recover damaged reputational credibility
 - Rebuild stronger than before
- Reputation recovery is a strategic capability.*

7

ABILITY TO TURN CRISIS INTO OPPORTUNITY



- Improve systems
- Strengthen governance
- Refine key processes
- Build stronger public confidence

8

MASTERY OF THE ART & SCIENCE OF STRATEGIC COMMUNICATION



- The strategic and ethical management of:
- Perception
 - Reputation
 - Public Trust & Goodwill

The strongest public institutions master both the art and science

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9

VERY HIGH PUBLIC TRUST QUOTIENT



Built through:

- Consistent actions
- Honest communication
- Delivering on commitments
- **Putting the public interest first**
- **Citizen-centric approach**

10

POSITIVE REPUTATION ACROSS STAKEHOLDER GROUPS



Respected by:

- Citizens
- Media
- Communities
- Opinion leaders

11

A DEEP WELL OF GOODWILL & REPUTATION CURRENCY TO DRAW FROM

- Built over time through consistent performance, empathy and meaningful engagement.

12

PERFORMANCE-BASED CREDIBILITY IN THE PUBLIC DOMAIN

- A track record of delivery
 - Evidence of competence
- Consistent public value

HOW CRISIS RESILIENT IS YOUR ORGANIZATION?

Count how many boxes
your organization can
confidently tick

10-13
HIGHLY
RESILIENT

Well prepared
Keep strengthening
and leading

7-9
MODERATELY
RESILIENT

Good foundation
but vulnerabilities
exist

0-6
SIGNIFICANT WORK
IS NEEDED

Critical gaps must
be addressed
before crisis hits

