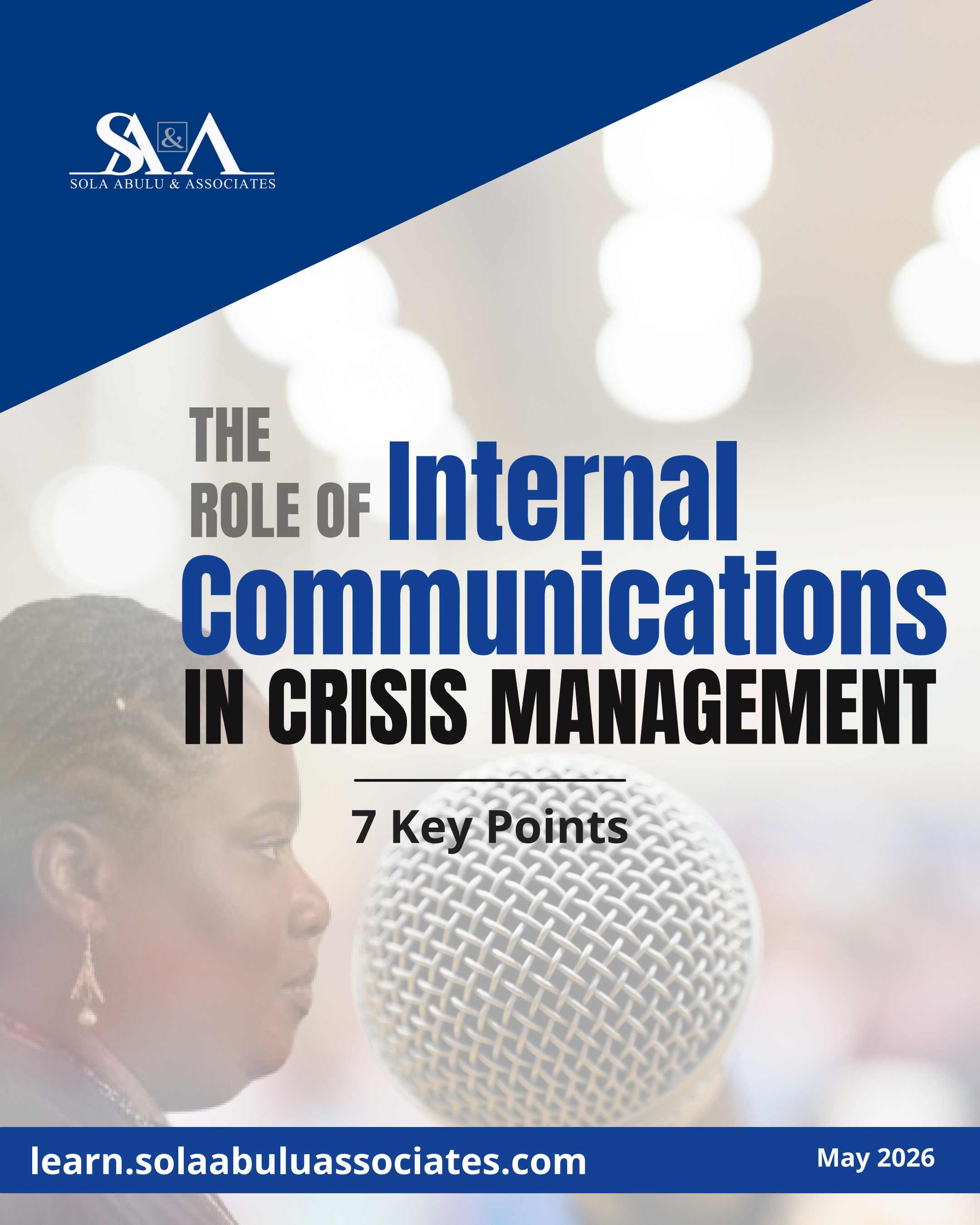




THE ROLE OF **Internal Communications** IN CRISIS MANAGEMENT

7 Key Points

Intro

Managing internal communications is the first and most important line of defence in crisis management for a major Brand. It enables the achievement of the following:



01

Close the Ranks

Strengthens internal alignment on the nature of the problem, scope, scale, impact and action to be taken. It enables the organization to band together to respond as ONE

02

Goodwill

Ensures that employees and all internal stakeholders have the necessary support to **assist with maintaining goodwill** throughout the duration of the crisis. Does not give space for internal crisis to further aggravate the situation

03

Trust Building

Builds trust within the organization which in turns builds crisis resilience and external credibility

04

Business Continuity

Provides psychological safety and stability. Helps to keep operations moving; provides **confidence building assurance to employees** and provides direction and stability even in a time of ongoing turbulence

05

Damage Control

Helps to contain and control negative impact during a reputation crisis. It **counters the rumour mill** and mitigates the growth of harmful narratives that could further disrupt and escalate the situation

06

Transparency

Provides the opportunity for leadership to tell their own side of the story and not allow the external narrative to drive sentiment within the organization. Also builds internal credibility and demonstrates that **management can be trusted** - even in challenging times

07

Consistency of Messaging

Enables the organization to drive consistency of messaging by ensuring that the **same narrative** is socialized within the organization and publicized externally to the media and other stakeholders.



**If you would like to learn
more about the role of
internal communications in
crisis management, follow
us on this page.**

**ENROL YOUR TEAM FOR OUR PLAY-ON- DEMAND COURSE
ON ISSUES, CRISIS AND REPUTATION MANAGEMENT**



learn.solaabuluassociates.com