

Crisis Communication Checklist

This checklist is designed to help leaders communicate clearly and effectively during a crisis. It ensures that critical information is delivered in a timely and structured manner to all stakeholders.

1. Be Transparent

- ☐ Share what is known, what is being done, and what comes next.
- ☐ Admit when you don't have all the information yet.

2. Communicate Frequently

- ☐ Provide regular updates, even if little has changed.
- ☐ Silence creates anxiety and speculation.

3. Use Clear, Simple Language

- ☐ Avoid jargon and ambiguous terms.
- ☐ Ensure your message can be easily understood by all audiences.

4. Tailor the Message to the Audience

- ☐ Teams need empathy and reassurance.
- ☐ Executives and external partners need facts and next steps.

5. Structure Your Communication

- ☐ What happened
- ☐ What we're doing about it
- ☐ What we need from you
- ☐ What's next