

April 2024 version revision
draft one
The Grand Crisis First Response Management Strategy:

**Five Crucial Time Sensitive Steps
For Getting the Most Important Things Done At the Start of a Crisis**

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[What your CEO Should Know About Reputation Risk and Crisis Mismanagement](#)

Rothstein Press, April 2013
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What is the best response to a crisis? While you may require some time to understand what is going on you can immediately implement a strategic five step victim driven first response. The intention of this is to launch all five steps within the first 60-120 minutes (The Golden Hour) of a victim creating crisis incident, whatever the crisis happens to be.

The Steps

1. Stop the production of victims. Continuous victim production is what drives the media coverage, the public interest, the emotionalization, the commentary and criticism from 1000 different sources focused on reputation destruction.
2. Manage the victim dimension. This is what leaders and senior managers should be doing rather than hanging around and second-guessing the command center.
3. Communicate directly and frequently with employees, stakeholders, and those directly affected. Calm and settle people down.
4. Notify those indirectly affected, those who have a problem now because you have a problem; regulators, licensing authorities, neighbors, partners, collaborators, key stakeholders, those who need to know and who should hear from you very promptly.
5. Manage the self-appointed and the self-anointed; the news media and the new media, those who opt in on their own, the critics, the bellyachers, the backbench bickerers, the bloviators. This is the strategy management needs to help all responders focus on what matters most and first. Far too many response plans have only legacy media public relations driven tactics. Crisis response is a management responsibility driven by a simple, sensible, constructive, positive, and

clearly achievable strategy. The strategy needs to be productive, capable of being managed and led successfully by leaders and managers.