



# GLORIA MVNDI

*sensitive communication!*

**SENSITIVE  
CRISIS COMMUNICATION**

HELP IN A STATE OF EMERGENCY:  
MANAGE RISKS, CRISES AND REPUTATION



## THE FIRST 6 RULES OF CRISIS COMMUNICATION

### [1] KEEP CALM.

Take a little time to breathe. Think before you speak since what has been said cannot be taken back.

### [2] REALISTIC EXPECTATIONS.

No one can undo the crisis, but through communication we can minimise damage as much as possible. Media, observers and third parties should talk and think about you equitably.

### [3] COMMUNICATE.

Ducking away does not help. If possible, be the first to communicate. This way, you will be a source of information and do not leave the interpretative authority to anybody else, not even to the courts in the aftermath.

### [4] DO NOT LIE.

Mistakes can happen, but lies destroy credibility and trust. The truth always comes out. Lies are a sign of aimlessness and helplessness and do not make a good impression in court if a dispute arises.

### [5] TAKE NOTES.

Document your previous statements and interlocutors in the crisis. This collection of data is essential for potential resulting legal proceedings. The communication strategy necessary now must take into account what has already been said.

### [6] GET HELP.

Focus on your core competencies. You need to solve the original problem – for example a production error or the like. Find legal advice. Communication professionals like us cover your back.

**CRISIS HOTLINE: +49 (0) 69 - 23 08 79 - 210**

# REPORTING FORM FOR OCCURRENCES OF DAMAGE AND STATES OF EMERGENCY

**[1] Keep calm.**

**[2] Do not make any statements or comments towards persons from outside the company.**

**[3] Take notes regarding the following questions:**

[a] What happened? When (date, time)? How? Where?

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[b] What has been damaged? Who was harmed?

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[c] Who has already been notified of the incident?

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[d] Who has already heard what about the incident and when?

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[e] Are there any witnesses (name, contact details)?

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[f] Is anyone else already communicating about the incident? What exactly and when (date, time)?

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[g] Why did the incident occur?

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[h] Can you outline the course of the incident?

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[i] Could the incident have been anticipated? Was there any indication beforehand?

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**[4] Please report:**

Contact your superior (insert phone number):

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**In case your superior is not available, contact:**

press office, corporate communications (insert phone number):

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or

management, executive board (insert phone number):

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or

Gloria Mundi GmbH, crisis communication

**+49 (0) 69 - 23 80 79 - 210**

Your contact details (insert name, phone number):

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**Use this form as a master or download it at [www.gloria-mundi.de/en/crisis-communication](http://www.gloria-mundi.de/en/crisis-communication)**

## WHAT WE HELP WITH

Crises can arise from various situations. Beneath, we listed some of the most common types of crises:

### [1] Product and error crises

- errors involving personal injury, criticism from customers, consumers, patients
- manufacturing defects, recalls, food scandals
- negative product test results, criticism of product and service quality

### [2] Media and public crises

- negative reporting
- critical press inquiries, investigative reporting
- demonstrations and activism by critics

### [3] Reputation crises

- defamation against individuals, companies, institutions, brands
- political conflicts
- attacks from enemies and competitors

### [4] Crime and legal crises

- investigations, prosecutions and trials under press observation
- legal and compliance violations by employees
- criminal threats, product extortion

### [5] Event crises

- large-scale emergencies: accidents, disasters, malfunctions, epidemics
- mergers & acquisitions crises, takeover battles

### [6] Online crises

- massive protest waves on the internet, online outcries (social media)
- negative and offensive articles by individuals or pressure groups
- in blogs, Facebook posts, tweets or the like

In a case of emergency we support you round the clock; we can also take on your entire internal and external communication. In this way, we reduce and prevent damages to your reputation and related losses. Meanwhile, our brand communication concept can make companies, institutions and individuals shine, thanks to target-group sensitive communication strategies.

## HOW WE HELP

### [1] Risk management and prevention – in peacetime

- risk management: risk assessment and handling
- plan targeted crisis management and communication
- develop and act out crisis scenarios for remaining risks
- develop crisis guidelines, plans for action, emergency concepts
- media and speech training
- Please see our guide to “Sensitive Crisis Prevention”

### [2] Crisis preparation and prevention – before the crisis

- design and implement crisis infrastructure, technology and communication platforms (dark sites, crisis and public hotlines etc.)
- decide on positioning, prepare arguments and messages, communication templates
- early reconnaissance of crisis causes (crisis intelligence)
- perpetual identification of issues and threat monitoring (issue anticipation, issue scouting, issue monitoring)
- integral cooperation with your crisis management

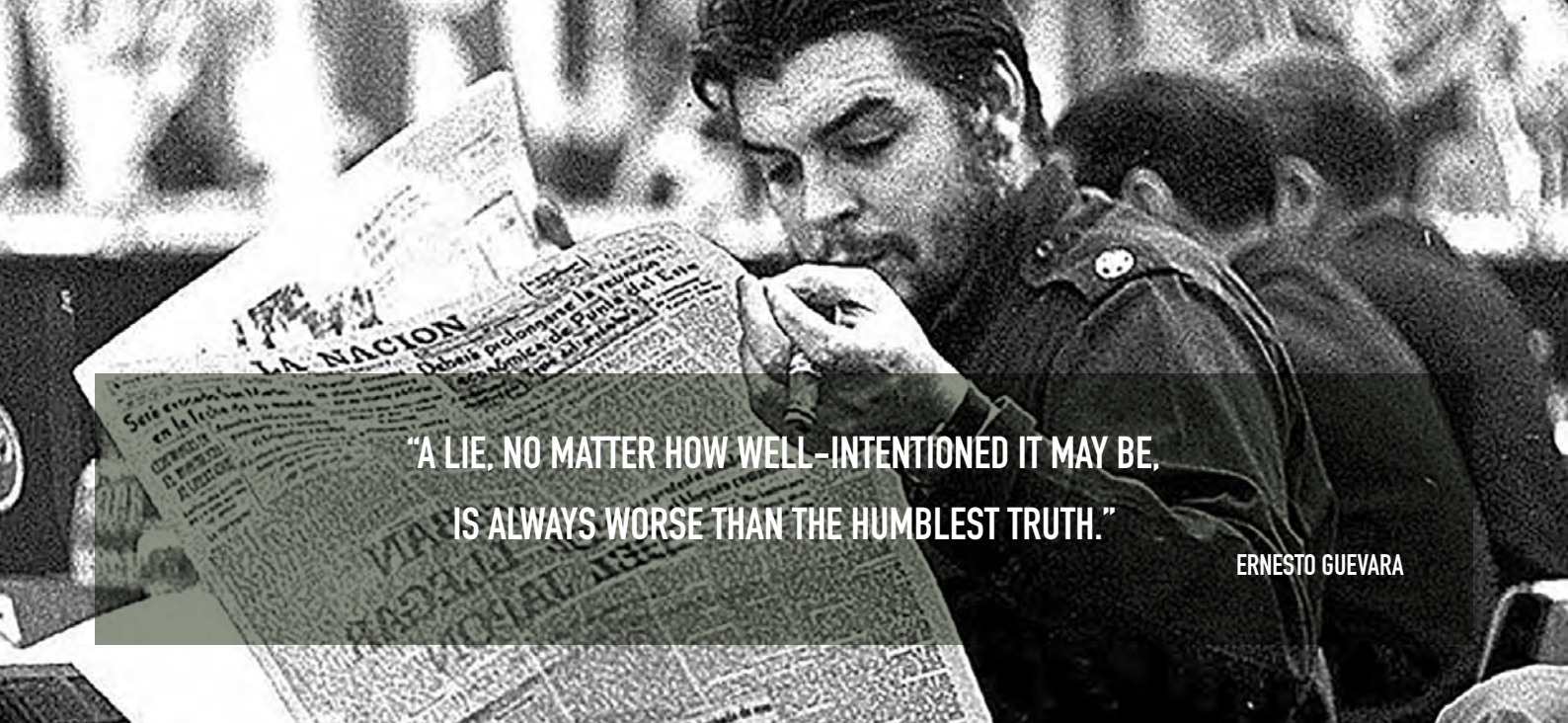
### [3] Acute – in the crisis

- crisis intervention
- situation assessment, strategy development
- management and control of crisis communication
- decision maker and executive board advice
- participation in crisis management
- composing arguments, spreading messages
- spokesperson and mediator function
- issue, risk and threat control on the internet and in the media (issue monitoring, issue tracking, issue management)
- litigation PR, cooperation with your lawyers

### [4] Evaluation, change communication and reputation reconstruction – after the crisis

- crisis analysis, incident analysis, review of actions taken
- knowledge management through Lessons Learned
- updating of crisis manuals and action plans
- reputation reconstruction, repositioning
- inform and win over all stakeholders for the change

Crisis management has to be practised constantly – even in times of peace. Forward-looking risk management, thorough preparation and sensitive crisis prevention can be essential to avoiding a crisis situation. For this purpose, it is worth analysing past crises and potential future risks, developing emergency scenarios and preparing for specific risks. On one hand, this helps you minimise or eliminate your risks. On the other hand, in case an incident still occurs, you are prepared to handle the situation more confidently.



**“A LIE, NO MATTER HOW WELL-INTENTIONED IT MAY BE,  
IS ALWAYS WORSE THAN THE HUMBLEST TRUTH.”**

**ERNESTO GUEVARA**

People and brands have a reputation, have an honour. Honour and reputation are questioned in certain exceptional circumstances or sometimes even actively attacked. The causes can be multifaceted, enemies and friends can be too.

There are crisis situations, especially when you are attacked, in which communication must de-escalate and discussion should be guided back to a factual level. Objectivity, comprehensibility and credibility are great virtues. Ernesto Guevara, speaking about revolutionary communication, said that the “news spread must be true. A lie, no matter how well-intentioned it may be, is always worse than the humblest truth.”

The situation is different when you have to build up pressure to be heard, to gain advocates and supporters. Then, communication must escalate sensitively and respectfully. There is a fine line between tension and relaxation. Strategies need to be converted into fine tactics, the blade must be certain, the pen pointed. Sensitive communication helps here.

In legal disputes, you seek the help of a lawyer as legal counsel. They make sure within the clear legal movement corridors that you stay ahead, that your positions are maximally considered in the verdict. The enemy is visible, the judge as well, the procedural rules are defined. But the much more difficult judges, the ones who decide quickly and do not adhere to clear legal norms, are the public and opinion leaders in the media. In order to have a fair chance to protect your reputation, you need sensitive crisis communication. Our approach will support you at all times: in times of peace, before, during and after the crisis.

We support you in these situations, advise you and assist you. With us, you will have secured your first ally. You are welcome to make an appointment for a non-committal consultation.



**Christian Dietzel**

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## WHAT DISTINGUISHES A CRISIS

A crisis is an internally or externally induced event that causes a concrete damage or a risk of damage. It does not only harm the reputation or property holdings of an individual or an institution, it can also compromise their entire existence. Crisis management [I] has the target to prevent or reduce these damages. Sensitive communication [II] is a part of crisis management; it pursues the same goal with the means of communication.

Common signs of a crisis situation are its high dynamic and an increased emotionality. Due to the heightened attention of third parties, a great pressure to act in time is put on the people involved.

In most cases, a crisis is dreaded as an absolute state of emergency. But fear not! With good crisis prevention, attentive risk anticipation and sensitive crisis intervention, it is possible to deal with the crisis as a matter of course.

## OPPORTUNITIES ARISING FROM A CRISIS

A crisis can turn into a chance, if you parry it wisely. Hence, it can be worthwhile to let a situation escalate sometimes. Here is why: Successful management of a crisis situation will be seen as a positive skill and expertise.

Crises are also transitional situations, in which prevails a special and rare freedom to introduce improvements and modernisations. In crises you furthermore receive a kind of heightened attention from both the public and the media that can only be obtained with the greatest marketing expenditure in peacetime or routine as the case may be. Both – the great attention of the audience and your professional crisis management – have to be used and acknowledged as an extraordinary opportunity for positive self-representation and the presentation of your skills.

With sensitive change and brand communication by Gloria Mundi we re-evoked the splendour of your brand before long. We are at your disposal. We are your communication experts with years of experience.

### Request information now!

[by fax: +49 (0) 69 – 23 80 79 2 -250 or by email: [zentrale@gloria-mundi.de](mailto:zentrale@gloria-mundi.de)]

I am interested in:

- crisis communication
- reputation management
- press relations
- change communication
- online crisis communication (social media)
- target-oriented crisis escalation in your favour

## CRISIS SOLUTIONS: WHEN WE HELP AND HOW

**IN PEACETIME**  
risk handling and crisis prevention

**BEFORE THE CRISIS**  
crisis preparation and monitoring

**IN THE CRISIS**  
prompt help in a state of emergency

**AFTER THE CRISIS**  
evaluation, change communication and reputation reconstruction

Gloria Mundi is your expert for sensitive crisis and brand communication in Frankfurt. In a case of emergency we, as an agency for crisis communication, can cover your back round the clock. We can control and manage the entire internal and external communication for you. Thus, we reduce and prevent reputation damage and the associated losses. As people with an outstanding intuition for brand communication, we are capable of evoking the splendour of companies, institutions and individuals at the same time. We are at your disposal. We are your communication experts with years of experience.

**CRISIS HOTLINE:**  
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