While a Business Continuity Plan (BCP) is designed to help organizations develop processes of prevention and recovery to ensure the continuity of vital business operations should a threat occur, a Crisis Management Plan identifies the processes and steps to be taken during a crisis event or situation. Ideally, a Crisis Management Plan should be a subpart of your comprehensive BCP. A typical crisis for an organization could include a natural disaster, reputational harm, product recall or another event that presents a potential crisis for your organization.

When developing your organization’s Crisis Management Plan, you should consider Federal and local guidelines as necessary.

One of the first and essential steps in Crisis Management Plan development is creation of your organization’s Crisis Management Team. This team should be comprised of individuals from various levels of seniority and departments within your organization and will be tasked with defining what constitutes a crisis for your business.

Creating a Crisis Management Plan can seem intimidating. However, the MJ Risk Services team is equipped to assist your organization in the development of a customized Crisis Management Plan which includes the following:

+ Definition of a crisis for your business
+ Crisis Team organization
+ Crisis communication response
+ Holding Statement development
+ Personalized Crisis Management Plan

MJ Risk Services will work with you through each step in the Crisis Management Plan development process. We will facilitate a meeting with various members of your organization to determine what constitutes a crisis situation. Developing a team of individuals who will respond during a crisis is also essential. MJ Risk Services and your organization will work together to define each individual’s roles and responsibilities during a crisis event, as well as recommend any outside vendors that may be useful (including crisis counseling services, legal counsel and public relations). Because a Crisis Management Plan is a subpart of your BCP we can utilize a Business Impact Analysis to further assess how the crisis will impact various components of your business operations.

The establishment of a Crisis Management Plan is one aspect an organization can take to strengthen and provide greater confidence in their risk management programs. As crises may vary from one organization to another, the ability to control and stay ahead of the crisis when it occurs can optimize the organization’s risk profile by providing resilience and the ability to respond to risk when it arises by leveraging a Crisis Management Plan. This may also help protect the organization’s financial wellness and reputation by providing stability through the crisis in a well-executed plan.

A solid Crisis Management Plan serves as a guide during a crisis and can lessen the impact on your profitability and maintain your integrity and reputation. Contact MJ Risk Services to begin building your personalized Crisis Management Plan today.

“Resilience goes beyond mitigating risk; it enables a business to gain competitive advantage by learning how to deal with disruptions more effectively than its competitors.” As stated in the MIT Sloan Management Review.