

**PWS COLLEGE OF ARTS &
COMMERCE**
KAMPTEE ROAD , NAGPUR

**BY PROFESSOR:
JAI NISHAD**

PRESENTATION ON

Crisis Management

Definition

- *A crisis is defined as an event that by its nature or its consequences:*
 - *constitutes a threat to vital national interests or to the essential needs of the population;*
 - *prompts rapid decision making;*
 - *demands coordination between different departments and organisms*

Key features of a Crisis

- *Low probability*
- *High impact*
- *Uncertain/ambiguous causes and effects*

Common features of a crisis:

- *The situation materialises unexpectedly*
- *Decisions are required urgently*
- *Time is short*
- *Specific threats are identified*
- *Urgent demands for information are received*
- *There is sense of loss of control*
- *Pressures build over time*
- *Routine business become increasingly difficult*
- *Demands are made to identify someone to blame*
- *Outsiders take an unaccustomed interest*
- *Reputation suffers*
- *Communications are increasingly difficult to manage*

Crisis Management

Crisis Management :

prevents a crisis from becoming a catastrophe.

➤ *Crisis management can be defined as a system or methodology of solving crisis situations. We can be sure that the actual crisis situation will differ from our expectation.*

*A crisis is like a virus, the effects can be sudden
, insidious, infectious and extremely dangerous...*

Problem characterization

Crisis management is a very complex and not easily predictable process. The problem can be explicated in three claims:

- Nobody knows when a crisis event will happen.**
- The scenario of a crisis/emergency event can be expected and prepared for but the real situation will change it.**
- Our knowledge of a crisis/emergency event solution is developed step-by-step and hour-by-hour and its "current version" has to be utilized continuously in the crisis event solution.**

Purpose of crisis management:

- *Prevention*
- *Survival*
- *Successful outcomes*

Three criteria of success:

- *Has organisational capacity been restored?*
- *Have losses been minimised?*
- *Have lessons been learned?*

Crisis Planning:

- *Assess risks*
- *Produce plans*
- *Define roles and responsibilities*
- *Appoint crisis management team*
- *Draw up communication plan*
- *Produce contact and organisation chart*
- *Promote crisis-ready culture*
- *Publish plans and conduct training*
- *Test, review and practise*

PRE-CRISIS ACTIONS AND PREPARATIONS

- *Crisis is no time to find yourself on a learning curve. Community measures and Emergency procedures are essential;*
- *Planning requires that crisis can occur at any time. Nine out of ten crisis occur when you are asleep, probably after a late night or at a week-end!*

PRE-CRISIS ACTIONS AND PREPARATIONS

- *Pre-crisis actions costs are often (but not always) a tiny fraction of the losses that are typically incurred by crisis for which there has been inadequate preparation;*
- *It is very easy to underestimate the damage a crisis can do and the costs it can have.*

PRE-CRISIS ACTIONS AND PREPARATIONS

Preparedness at Commission level:

- *Emergency Procedures*
- *Staff awareness*
- *Network of experts for urgent meeting/advice*
- *Standard Commission Decisions (safeguard clauses) ready in all official languages*

Pre-crisis actions and preparations

1. The crisis unfolds

2. After the crisis

3. In a Nutshell

THE CRISIS UNFOLDS

- *Appointment of a press contact person who is always available and ready to reply immediately*
- *Quick reaction in taking and repealing measures*
- *Dispatch of information in real time*
- *Consistency of information (everyone should have the same story)*
- *Development of a detailed chronology*

THE CRISIS UNFOLDS

- *The services/officials concerned ought to show flexibility and may have to stay late hours, work on week-ends or report their vacations*
- *The work-plans and tasks should be re-organized so as to allow for an effective management of the crisis and all its side effects (letters, working groups...)*
- *Risk assessors and risk managers must work in strict co-operation!*

THE CRISIS UNFOLDS

- *Coordination between the Units and Directorates concerned is essential, so as to ensure that all the aspects of the crisis are being tackled .*
- *Show sympathy for those affected by the crisis.*

AFTER THE CRISIS

- *Promote positive stories in the media*
- *Analyze the management of the crisis*
- *Update Emergency Procedures*

Thank you....

