

FLM / HARVEST

**CRISIS COMMUNICATIONS:
ADVANCE
PREPARATION
= SUCCESSFUL
RESPONSE**

There never seems to be a good time to pull a crisis response plan together. However, the best time to plan for what could be your organization's darkest hour is on a sunny day.



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**CRISIS COMMUNICATIONS
IS MOST EFFECTIVE WHEN
SPECIFIC RESPONSE
PLANS ARE DEVELOPED,
REHEARSED AND
OPTIMIZED LONG BEFORE
THE CLOUDS ROLL IN.**

The value of a well-developed crisis plan has become even more evident during the unprecedented times of COVID-19.

Responding quickly, communicating frequently and expressing empathy remain time-tested, critical steps for an organization weathering a crisis to preserve its reputation and existence.

At FLM Harvest, we look at crisis preparedness as a continuum, from assessing an organization's vulnerabilities through final optimization. Each step is critical in being truly prepared if and when an incident occurs.

FIRST: BE GROUNDED IN TRUTH

At FLM Harvest, we initiate crisis preparedness planning with a process we call Grounded in Truth.

- Assess vulnerabilities
- Identify key audiences
- Create listening posts

THIRD: TEST YOUR READINESS

Readiness doesn't end when the plan is written. It is critical for all vested parties to understand how the plan works and recognize the accountabilities within the crisis team.

- Rehearse
- Monitor
- Optimize plan

SECOND: HONE STRATEGY

With your core team, FLM Harvest will guide a discussion to determine crisis response strategies to deploy when a real incident occurs.

- Convene a crisis response team / identify spokespeople
- Create crisis communications strategies
- Develop key messages and conduct spokesperson training

FINALLY: REMAIN VIGILANT

Crisis preparedness is never a one and done proposition. In the event of an issue or crisis, we can help implement the plan, assess the outcomes and make improvements. Even if a crisis does not materialize, we recommend revisiting your crisis plan annually to make adjustments based on changes to your business that inevitably happen over time.

The FLMH team has even built an industry-recognized crisis planning curriculum to help organizations assess their own vulnerabilities and readiness, and ultimately build their own unique crisis plans.

The FLM Harvest team of public relations professionals, including those with social media issues management expertise and journalism backgrounds, have overseen crisis management for Fortune 100 companies, national consumer brands, federally regulated organizations, commercial farms, commodity boards and more. We won't say we've seen it all, but we have successfully guided many of our clients through turbulent storms. The best way is to get ahead of the storm. Let's get together while the sun is shining.

FLM Harvest is a strategic consulting, marketing and communications agency that helps set strategy, align teams, frame opinions and create demand for clients in agriculture, food and rural lifestyle markets.

For more information on FLM Harvest public relations, go to flmharvest.com. To contact our PR pros, email us at info@flmharvest.com.



JULIE LUX

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Julie's background includes both corporate public relations and agency work for Fortune 100 human and animal health pharmaceutical companies. At FLM Harvest, she oversees public relations strategy and execution, crisis training, message development and video production for a variety of clients.