

# Is Your Team Ready for a Crisis?

Poor communication in a crisis can damage your brand.

Trust takes years to build, but in a crisis, it can be erased in minutes. Good leaders know that communication during an emergency can damage or uphold your reputation. Yet there is often a significant gap between knowing you need a plan and having one ready to execute.

Most organizations operate under a “we’ll handle it when it happens” mentality. This approach creates three critical risks:

## Decision Paralysis

Leadership spends valuable time debating who or how to speak instead of what to say.

## Inconsistent Messaging

Different departments give conflicting reports, eroding public and client trust.

## Delayed Response

Slow communication is often viewed as a lack of transparency or accountability.

## Crisis Communications Readiness Assessment and Plan Development

At Green Apple Strategy, we help organizations prepare by creating a strategic framework that bridges the gap between an emergency situation and a solution.



### In-Depth Audit

We facilitate a deep-dive discovery process to review your current protocols to identify the specific communication and operational gaps.



### Strategic Recommendations

We provide a clear framework that defines your spokesperson structure and hierarchy, a realistic response timeline, and specific language and phrasing for all social platforms and media channels.



### Actionable Next Steps

You receive a comprehensive readiness assessment and needs analysis that serves as your roadmap to prepare for any potential emergency issues.

## Move from Reactive to Ready

If you had to respond to an emergency today, would you be confident that your team is prepared and ready to provide a comprehensive response?

Let’s make sure the answer is **yes**.



Scan the QR code to schedule your readiness assessment.

### Connect with the Green Apple Team:

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