

Crisis Communications Scenario Planning Grid

Scenario	Top-Line Messages	Stakeholders Affected	Communication Tactics / Vehicles	Draft Holding Statement	Potential Vulnerabilities
<p>IDENTIFY ISSUE</p> <p>Examples:</p> <ul style="list-style-type: none"> • Health and Safety Issues • Operational Disaster • Product Failure • Criminal Issues • Damaging Rumours • Unusual Stock Market Activity • Environmental Damage • Insider Trading • Natural Disaster • Technology Failure 					
<p>NEXT ISSUE</p>					