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**CRISIS MANAGEMENT &
COMMUNICATIONS:
THE GOOD, THE BAD & THE UGLY**

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CRISIS MANAGEMENT: The Legal Perspective and Case Studies

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Crisis Communications Lessons

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A hand holding a pen is positioned over a checklist on a grid notebook. The checklist consists of several items, each preceded by a square checkbox. The text 'IMPORTANT CHECKLIST:' is overlaid in large, white, bold, sans-serif font at the top of the image. Below it, the text 'Reputational Crisis or Reputational Challenge?' is also overlaid in white, bold, sans-serif font. The background is a dark, blurred image of the notebook and hand.

IMPORTANT CHECKLIST:

Reputational Crisis or
Reputational Challenge?

Does the issue...

Involve a loss in moral authority within the C-suite that will damage the overall credibility of the company?

Involve multiple stakeholders?

Have social media scalability?

Have national news relevance?

Foster emotional repercussions both inside & outside the business?

Have repetitive failure?





A CRISIS: THE TYPICAL FOUR STAGES

**Phase I:
Incoming**



**Phase II:
Calming and
Clarifying**



**Phase III:
Normalizing**



**Phase IV:
Moving Forward**

Phase I: Incoming

- Respond quickly
- Develop best message possible
- Find the best spokesperson available
- If you can get out, it won't end well



Phase II: Calming and Clarifying

- Focus on clarifying facts
- Reduce emotion
- Meet with key constituents
- Anticipate questions



Phase III: Normalizing

- Return to normal business operations
- Sincerely thank “countless hours” workers
- Learn from crisis to avoid repetitive failure
- Communicate points of progress



Phase IV: Moving Forward

- Mindset: renewed momentum and constant improvement
- External audiences have moved on
- Don't waste the crisis
- Continue to use your crisis muscles



Our Philosophy

Tell the truth

Follow the three S's principle

Communicate with clarity and integrity

Work closely with legal counsel

Always be available

Monitor news 24/7, including social channels





ALWAYS AVAILABLE

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