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# Crisis Management - Identifying “A”ccountability

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In my career I have often wore the hat of crisis management leader (lead), this does not necessarily mean I am the subject matter expert (SME) related to any crisis but rather the CML provides best practices and coordination. To be successful I found the following helpful in organizing an effective crisis response team and identifying who holds the “A” (accountability) in a crisis.

- Understand that accountability may *travel* amongst the crisis team members as the crisis evolves; a cyber event may evolve into a financial crisis. Identify who holds the “A” during the crisis.
- Ensure your crisis management team members are ultimate decision makers for the organization (C-suite members are appropriate here) and have ultimate accountability. Supporting team members should be pre-identified as they may be called upon for support.
- When responding to a crisis, the lead will identify the crisis *foreperson*, the team member who is best able to coordinate the response activities based on the current scenario. If, for example, the crisis initiates as a cyber-event, the CISO should be identified as the team foreperson (and hold the “A”) as they are best equipped to coordinate the initial response activities.
- If the situation changes from cyber to a financial crisis (due to the cyber event), the CFO would be the most appropriate foreperson and would assume the “A” for the situation at hand.

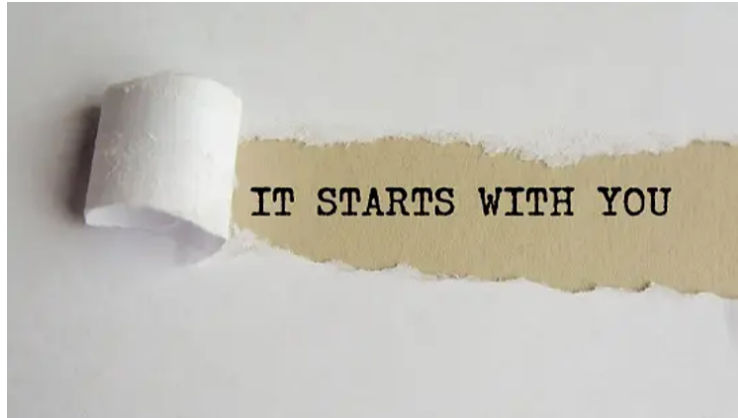


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As described above, accountability during a crisis is imperative to ensure an appropriate response to a crisis. The traveling "A" ensures that the most person with the most subject matter expertise owns the coordination of the crisis and is ultimately accountable to coordinate an appropriate response.

I welcome the opportunity to discuss similar or differing perspectives on this topic, please message me if you'd like to connect and discuss.