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Developing an Effective Crisis Management Plan

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When a crisis strikes, the last thing you have is time. There is no time to try to decide who needs to participate in crisis response activities. Ensure that your CMP is complete and has been vetted by senior management and all CMT members have been identified and properly trained.

CMT Training

CMT Training should include more than just reviewing the CMP with each member. Each CMT member, needs to understand what is expected of them as a CMT member (roles and responsibilities section), as well as how they plan to represent their functional areas during a crisis. For example, the Human Resource CMT member should not only participate in overall response actions from a CMT perspective, but also ensure specific HR policies and protocols are adhered to.

Integrate your Crisis Communication Plan

Ensure that the Crisis Communications Plan (CCP) is properly integrated into the CMT. The CCP should detail how the organization will keep the various stakeholders informed on response activities. These stakeholders include internal stakeholders (employees, contractors and management), external contacts (clients, customers, suppliers and vendors), as well as regulatory and governmental agencies. The CCP

should be a separate plan that includes communication specific support team members and procedures. The CCP details the Crisis Communication lead that sits as a member of the CMT.

Appropriate Crisis Team members

As a reminder, properly including the key functional areas, along with identifying the appropriate representative, is essential. Assign those functional leads who are empowered to make decisions and will be accountable for decisions made on behalf of the organization in a crisis. For example, do not include an information security lead or manager. Instead include the Chief Information Security Officer, who is ultimately accountable for cyber-related events.



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In the end, those who take the time to create a Crisis Management Plan that includes the appropriate team members and that is well integrated with supporting plans (crisis communications, emergency response, business continuity and disaster recovery) will be well equipped to respond and recover from a crisis, quickly and successfully.

I welcome the opportunity to discuss similar or differing perspectives on this topic, I welcome your thoughts and input. Please message me if you would like to discuss further.