Critical Questions for

Organizational Crisis Management

* What will you do if 50 percent of your employees become sick and unable to work?
* Who will manage for a few weeks if you or another key manager are unable to leave your house or are hospitalized?
* Do you have backup for crucial job functions and incident response tasks?
* Who should we involve in our response efforts?
* What if we lose critical people, or have staff working from remote locations?
* What methods are available to you to share information both internally and externally during this emergency?
* Are there neighboring businesses who might be able to share resources in an emergency?
* Will the fear of infection affect our key customer base?
* How should we engage with public health and government entities?
* Who should we involve in our response efforts?
* What are your company’s critical functions?
* What are your chief products and services?
* Can you be certain your plan is without vulnerabilities?
* Will our plans work in the event of border closures, travel restrictions, or reduced exports of certain commodities?
* What is the regulatory environment under which you operate and what, if any impact does that have on your emergency response?
* What risks are your organization most likely to encounter based on your geographical location?
* Can you avoid disruption of service when key locations are closed?
* Do you have backups of all important data?
* How would revenue be affected by a disease outbreak?
* How can we position the organization to respond positively?
* How are all of your key stakeholders impacted by this crisis?
* How are you tracking data and information on daily operations during this emergency?
* How are you able to review your organization’s performance and capabilities during this emergency?
* What are your organization’s key work processes?
* What must be done in order to provide a safe operating environment?