

FINEMANPR))

PANTCHEK

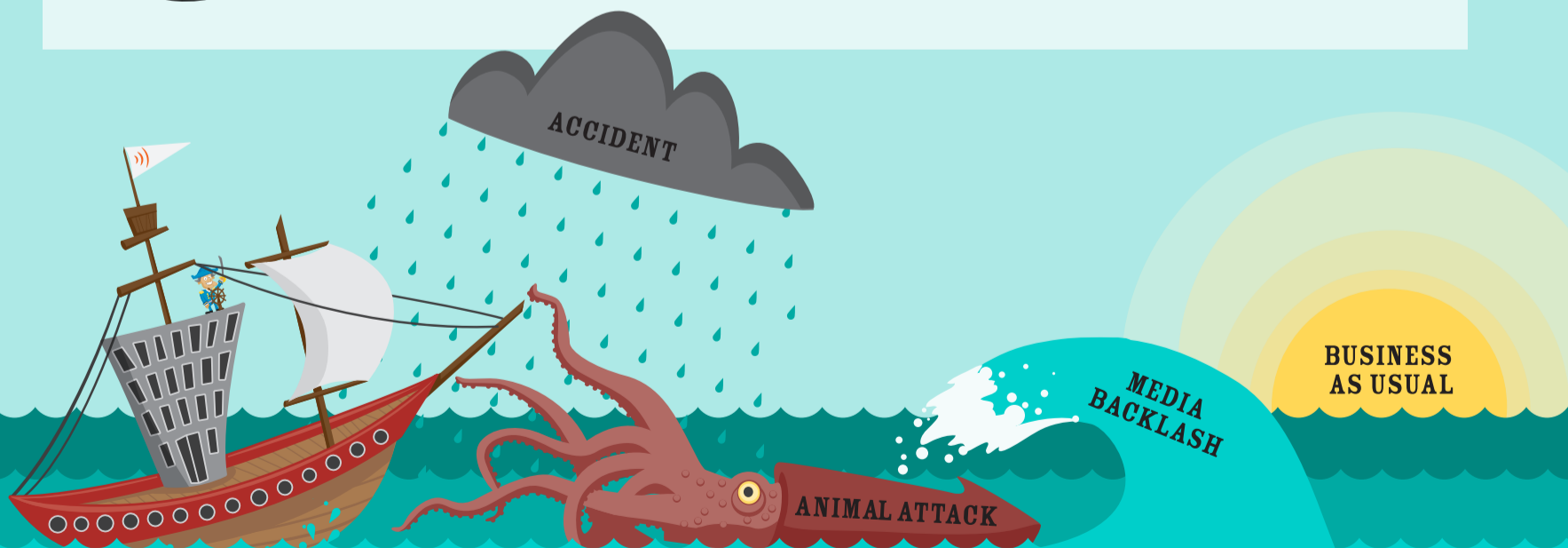
FOR WHEN **THE SHIP HITS THE FAN** 

Most of the time it's Business As Usual. But when a crisis hits, navigating the stormy seas can be **THE ULTIMATE TEST** of your **CREW**, your **CABIN** and your **COMMUNICATION CHANNELS**.

When the ship hits the fan you still have time to do a PANTCHEK.



- **P**ublic welfare is the first priority
- **A**ssemble the facts. Once they are verified, **A**nnounce All bad news at once
- **N**o blame, No speculation, No repetition of negative charges or questions
- **T**ell your side of the story or Take responsibility
- **C**are and Concern for those affected – express it sincerely and right at the outset
- **H**igh-level organization spokesperson – let the public see the crisis has top-level attention
- **E**nsure that it will not happen again with a solid plan that will generate confidence
- **K**eep a separate plan for moving daily business ahead



With enough Foresight, Practice and a Recovery Plan,
Business as usual is on the horizon