

# Managing the risk of reputation ruin

{ Shaun Adamec  
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*“One of the true tests of leadership is the ability to recognize a problem before it becomes an emergency.”*

- Arnold Glasgow

- Identifying a crisis
- Crisis Catalysts
- Crisis strategies
- Common roadblocks

# What to expect today

$$\text{Crisis} = \text{Reax} (\text{CC} - \text{PB} + \text{PR})$$

What is a crisis?

Hazard + Outrage



Public Reaction

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Public Reaction

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Crisis Catalyst



Circumstance vs.  
Crisis

Moderates Reax



Public Reaction

Perceived Benefit

$$\text{Crisis} = \text{Reax} (\text{CC} - \text{PB} + \text{PR})$$

Crisis Catalyst

Public Reaction

Perceived Benefit

$$\text{Crisis} = \text{Reax} (\text{CC} - \text{PB} + \text{PR})$$

Crisis Catalyst

Perceived Risk



Accelerates Reax

Public Reaction

Perceived Benefit

$$\text{Crisis} = \text{Reax} (\text{CC} - \text{PB} + \text{PR})^{\text{time}}$$

Crisis Catalyst

Perceived Risk

Time.

Public Reaction

Perceived Benefit

$$\text{Crisis} = \text{Reax} (\text{CC} - \text{PB} + \text{PR})^t$$

Crisis Catalyst

Perceived Risk

# Crisis Catalysts

Inclusion

Credibility

Fear

Victim vulnerability

Injustice

Narrow view

Immorality

Negligence

# Crisis Strategies

Inclusion

Cauterize

Credibility

Preempt

Fear

Divert

Victim vulnerability

Compromise

Injustice

Double down

Narrow view

Ridicule

Immorality

Reparations

Negligence

Rally

# Where it all goes wrong

- Insufficient infrastructure
- Wrong spokesperson
- Rogue executive
- Remaining insular
- Misdiagnosing

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