

INTERNATIONAL

CRISIS & RISK
COMMUNICATION

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Crisis Communication Leadership

Bruce T. Blythe

- Crisis Management International
- Crisis Care Network
- Behavioral Medical Interventions

Objectives:



1. Foundation of Leadership Communications

2. Addressing Blame

3. Two-Way Communications

Premise

“No relationship is any better than it’s communication”

Communication ↓ **Inverse Relationship** ↑ Hostility and Misunderstandings

Guiding Principles

Foundation of Leadership Communications

1. Well-being of **people** first, with **caring** and compassion
2. Assume appropriate **responsibility**
3. Address needs of all stakeholders in a **timely** manner
4. All decisions and actions based on **honesty, legal** and **ethical** guidelines
5. Available, **visible** and open **communication** with all impacted parties

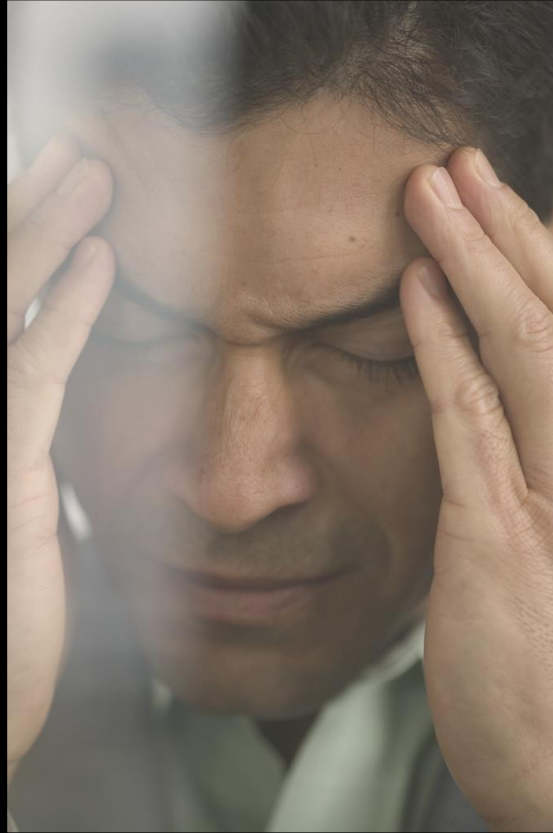
Blame

- Intended
- Unjustified/unfair/unreasonable
- Foreseeable
- Negligent
- Unethical
- Unlawful
- Self-serving
- Dishonest



The Blamer

Gaining Cooperation



Meeting people where they are . . .

Gaining Cooperation



Use “**Outside-In**” approach
to Understand from
Stakeholder’s Perspective

Setting Stage for Cooperation

Just like me, this person . . .

- Has hopes and aspirations
- Has experienced pain and disappointments
- Is striving for happiness and fulfillment
- Wants to feel respected and valued
- Wants to feel fairly treated

Personal exercise (to prepare your mind set)

~~Calm~~ ~~Assertiveness~~

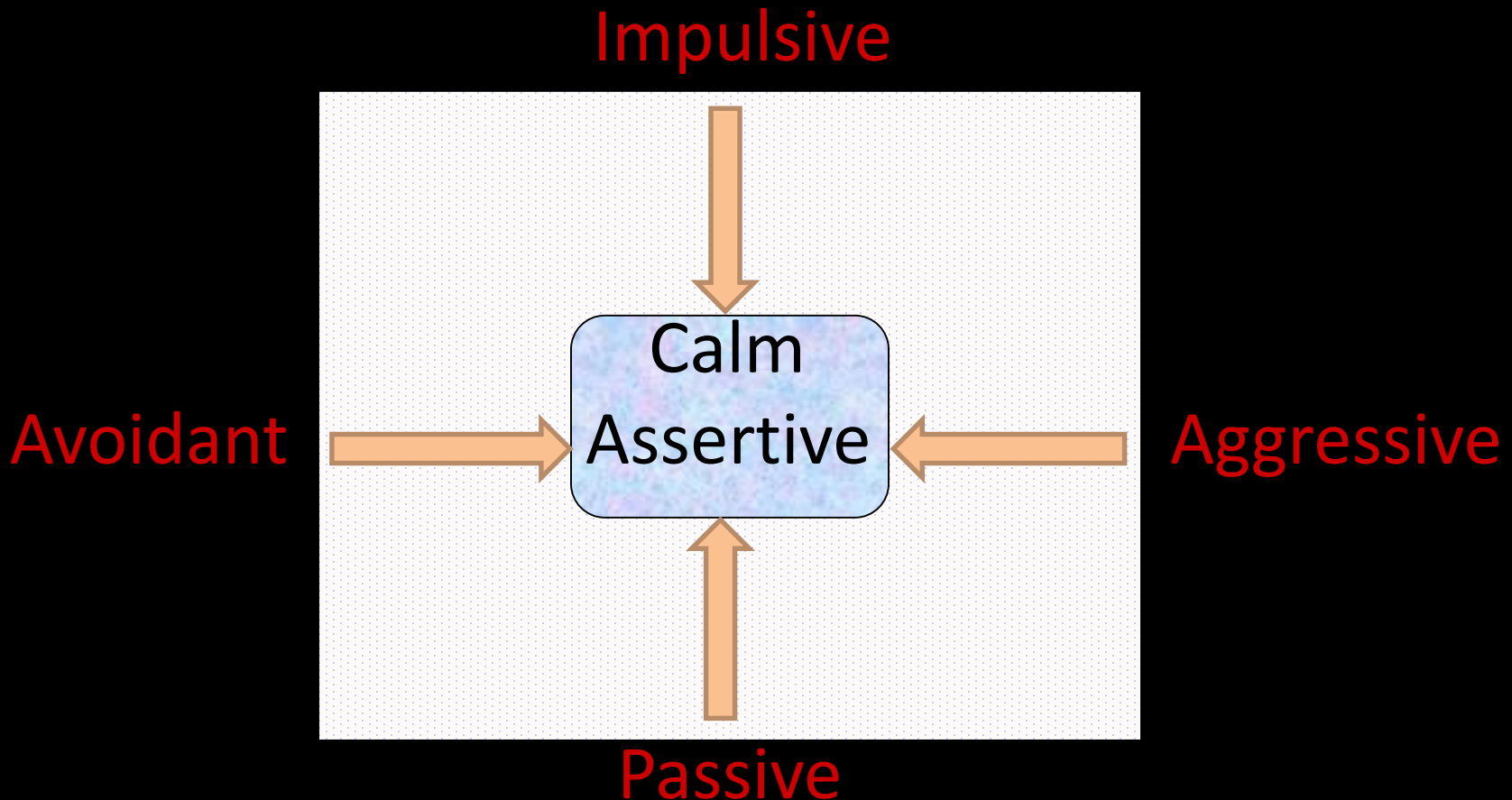


Red Zone =
combination of
frustration and need
to dominate

Melt down = where
you lose focus

Being angry or anxious
puts you in a weakened state

Calm Assertiveness



Diermeier Trust Quadrant

Empathy

- Reaching out with warmth and authenticity

Expertise

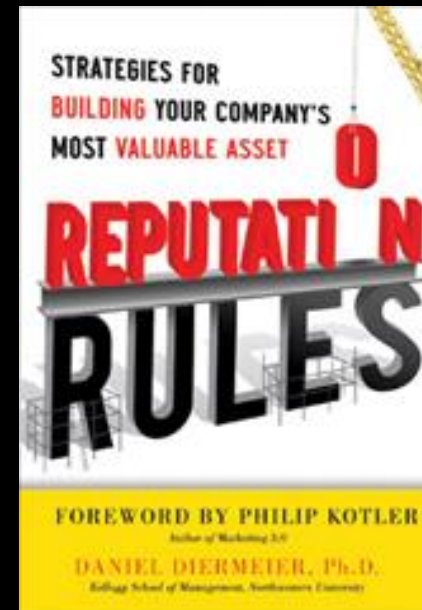
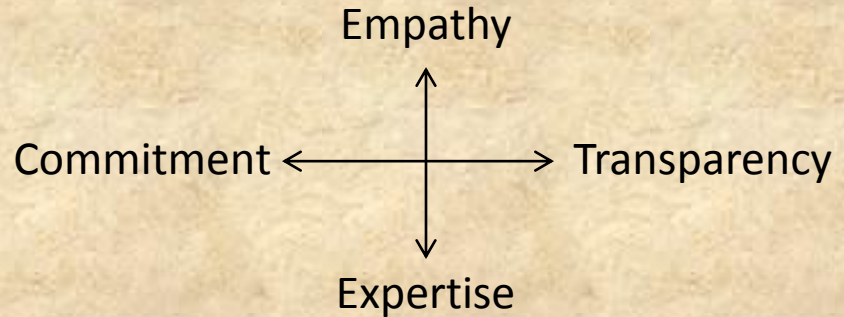
- We know what we're doing
- We will fix it

Commitment

- We will stick with you until we get a solution

Transparency

- What I know, you will know



Two-Way Communications



Power of Questions:

New Information: *“Would you tell me a little bit about . . . ?”*

Confirmation: *“Do I understand correctly that you are dissatisfied with . . .?” Satisfied with . . .?”*

Attitude: *“How do you feel about . . .?”*

Commitment: *“You agreed to _____, is that correct?”*

Follow-up: *“The last time we spoke you mentioned _____. Has that situation changed in any way?”*

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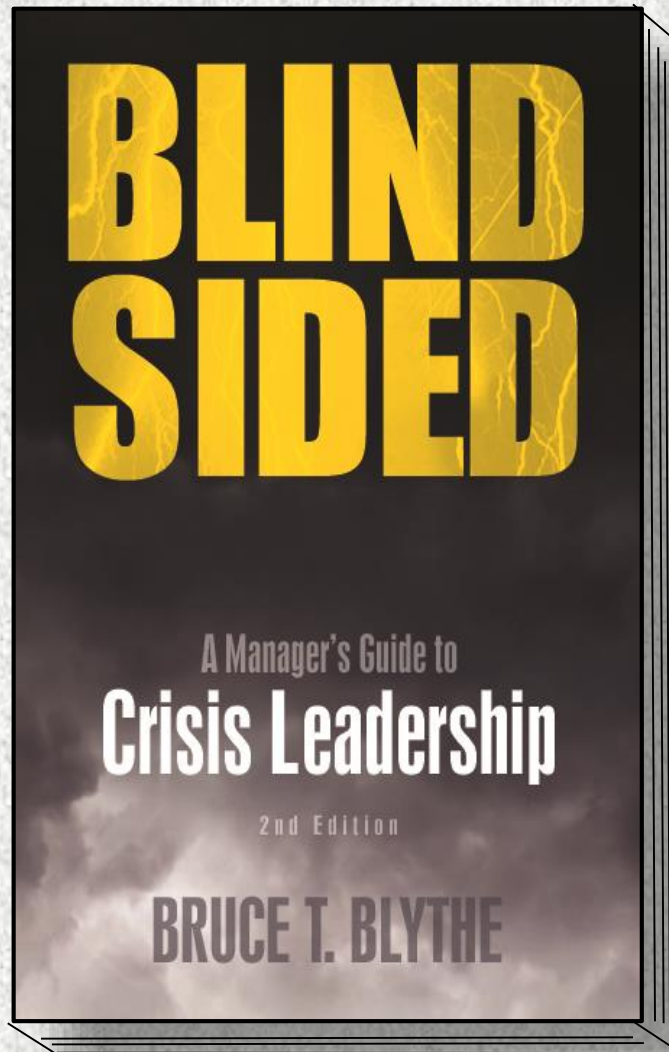


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