**Video Title:** Crisis Management Principles

**Video URL:** <https://www.youtube.com/watch?v=LV0IIPrpS5A>

**Run Time:** 3:46

**Source:** Skillsoft YouTube/YouTube

**Close Caption Available:** Yes

Human resource strategies and tactics for managing an organizational crisis on described on pages 356-360 of the textbook. Effective business leadership is never more necessary than during the difficult times of a company crisis. Establishing and following crisis management strategies is essential for a company or department facing a chaotic crisis situation. They allow you to recognize crises when they occur and respond quickly and decisively, leading through effective communication and mitigation.

A crisis is usually a problem that affects public health, the reputation of the company, or the company’s survival. Crises take many forms including a gas leak and financial irregularities. The company may not be able to control the crisis, but its response can be controlled. The first key action is to recognize the crisis. An unrecognized crisis often leads to its escalation. The longer the crisis persists, the worse the impression it creates on the company. A crisis will often be captured by social media.

One person should be placed in charge of being the communication point for the crisis. A key crisis management principle is to communicate to all stakeholders about the crisis. Communicate early and often. Quick, decisive action is called for. Do not just focus on the technical aspect of the crisis, but also the human reactions to it. Another key principle of crisis management is to prioritize trust over other concerns. Project trusts all stakeholders. An ideal way to deal with a crisis is to prepare for one in advance.

*Questions for Thought and Discussion*

1. Which principle of crisis management is emphasized heavily both in the video and the textbook?

2. What did you think of the direct deposit of paychecks problem depicted in the video as being classified as a true organizational crisis?

3. Where might HR fit into the suggestions for crisis management described in the video?

4. What does the crisis management principle of *recognizing the crisis* really mean?

5. How effective do you think the video presenter would be in communicating about the crisis?