

# Communications Best Practices for Workplace Incidents



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October 23, 2008

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## Objectives of critical communications for 'People Continuity'

- **Inform / Educate**

} *Protect*

- **Activate / Instruct**

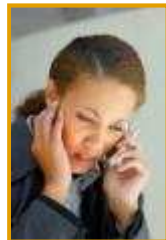
} *Connect*

- **Account / Adjust**

} *Account*

# Develop a solid BC communications plan

- Keeps people calm, informed and connected in a workplace incident
- Who, What, When & How
  - **Who** needs notification? Who decides notification is required?
  - **What** needs to be communicated? What do you want people to do?
  - **When** do you start calling? When do you stop? When do you update?
  - **How** will you inform your people?

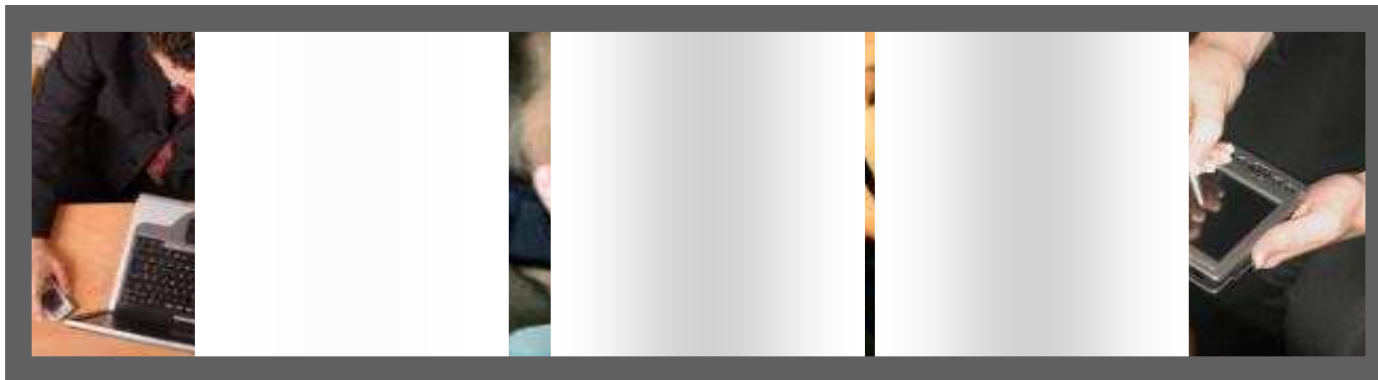


## Enable decision makers to work together

Major organizational decisions - based on research, careful deliberation, and collaboration among leadership

***Emergencies don't allow for this luxury***

(Threat Assessment) Response teams execute decisions more effectively when they are able to communicate with one another - frequently and consistently



# Manage messages to fit the incident

- Pay specific attention to tone and pace of the content
- Crisp and clear information boosts confidence during a crisis
- Set expectations regarding updates on incident status
- Avoid over-communicating – it dilutes important information
- Use of multiple communications channels to enable prioritization
  - Sending time-critical messages by phone
  - Sending follow-up messages via e-mail or web



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Thank You!

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