



Critical Communication and Your Organization

Why crisis communication is important for everyone

CrisisExperts developed the notion of Critical Communication to show that crisis communication is important for everyone, regardless of your activities, objectives, or responsibilities.

The reaction of many people, as soon as they are asked about a crisis plan, or crisis communication is to immediately deny there is a need in their business. A typical reaction might be, "I can't see how we need crisis communication capability. We can handle anything that happens here." There is no shortage of organizations whose leaders believed it was all under control, but later found themselves in the middle of a full-blown crisis.

We don't want to think that a "crisis" could happen to us, but there is another way to look at it—a way that helps to get past the emotional content of the word and focus on the need for planning.

Crisis is an emotion packed word, but what is a crisis? Here are two dictionary definitions:

1. The point or moment just prior to a decisive and critical change
2. An unstable or uncertain situation, as in international relations, that has the potential for sudden change.

A crisis can certainly be dramatic and overwhelming but using these definitions we see that it can also be any incident, or situation, that is critically important to your organization. It is, therefore, Critical Communication.

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