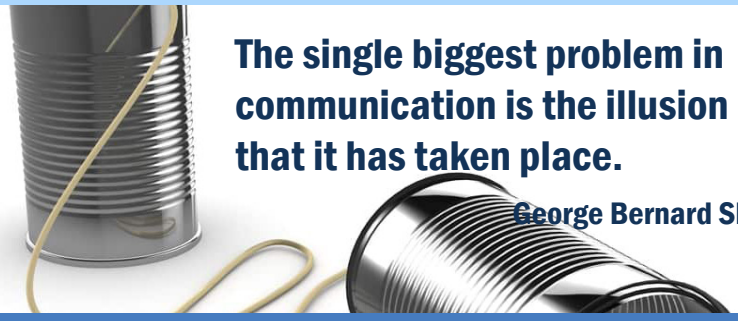
TIPS FOR MANAGING CRISIS AND DISRUPTION

As we mark the 10th anniversary of the February earthquake in Canterbury, NZ we share ten key lessons we have learnt through our years of research and working with organisations to build their resilience. Our tips also draw on the data we have gathered from thousands of businesses impacted by the Canterbury earthquakes, by COVID-19, and other national and international disruptive events.

5

THERE IS NO SUCH THING AS TOO MUCH COMMUNICATION

Resilient ORGANISATIONS



The single biggest problem in communication is the illusion that it has taken place.

George Bernard Shaw

Crises and disruption generate uncertainty

You need to be prepared to communicate **early and often** with your staff, suppliers, customers, neighbours, insurance companies, and, in some cases, the public at large.

This not only means delivering clear outward communications but also openly and meaningfully responding to questions, concerns, and insights they raise.

Internal communications should be your first priority

Assessing staff well-being after an event and letting everyone in the organisation know about the situation as it unfolds is critical.

Maintaining constructive two-way communication with staff can be difficult following a period of disruption. If not done well, employee performance and productivity can be eroded.

Ongoing two-way communication with suppliers and customers is essential

Customer perceptions can affect levels of demand following any disruptive event.

Keeping your current and potential customers informed about what happened, the impact on the organisation, and reinforcing their importance to your business can reduce the likelihood of misinformation, confusion, and mistrust.

In Canterbury, organisations and business associations went to great lengths (e.g., site visits, marketing campaigns, websites, social media) to demonstrate their capacity to deliver. This reduced negative outcomes and created opportunities for earthquake-affected organisations.

Interested in finding out more? Check out these free resources

- Striving Through
  Tips, tactics, and plans for managing your business through a crisis
- QuickStart Guide 4:
  Leveraging your social capital during a crisis

Available to download from
resorgs.org.nz/resilience-booklets

We can help ensure your crisis management and business continuity plans enable you to communicate effectively.

Tracy Hatton
p: 021 160 7707
e : tracy.hatton@resorgs.org.nz