

PyroTalks CIC

Fundraising Intelligence Conference 2021

How to manage a crisis

Tariq Khwaja
TK Associates



Presenting Partner

"It takes 20 years to build a reputation - and five minutes to ruin it.

Think about that, and you'll do things differently."

Warren Buffett

Three main phases

1. Crisis
preparation



2. Crisis
response

3. Crisis
recovery

1. Crisis preparation

- Identify your main risks & stop them occurring
- Prepare in case they do ...

2019 study: 83% organisations hit by a crisis in previous 12 months



Practical measures

- Create Crisis Team
- Identify audiences
- Rehearse
- Review



2. Crisis response

- Alert Crisis Team
- Get the facts – quickly
- Decide on best action
 - Who, what, to whom, when & how?
- **Reactive or proactive?**
- Keep reviewing



Do

- Act decisively & fast
 - Or [this](#) could happen to you
- Define a clear, simple message
 - Unlike [this spokesperson](#)
- Statement + 'Hostile Q&A' vital
- Take responsibility
- Be human



Don't

- Just hope it will go away (like [this firm](#) & [Vauxhall](#))
- Follow legal advice blindly (like [Thomas Cook](#))
- Say “no comment”
- Say too much (like [Talk Talk](#))



3. Crisis recovery

- Review crisis performance
- Review reputational impact
- Long-term action needed to recover?





ASSOCIATES

See [tips, views & case studies](#)
on my website

GOOD LUCK!

Tariq Khwaja

07833 336 271

tariq@tk-associates.com

[LinkedIn profile](#)

www.tk-associates.com