



Leaders in Strategic Communication and Crisis Management

425 First Avenue, First Floor, Pittsburgh, PA 15219 – USA

Phone: (412) 421-0433 – WebFax: (484) 450-1158

C4CS, LLC – www.c4cs.com

WHAT IS YOUR COMPANY'S LEVEL OF CRISIS COMMUNICATION PREPAREDNESS?

This questionnaire was designed to help your company determine its current level of crisis communication preparedness. We will be happy to assist you in interpreting how well your company is prepared to successfully manage and communicate in times of crisis.

Please contact C4CS® at (412) 421-0433 with any questions you may have. Or send an e-mail to Amy Johnson at johnson@c4cs.com.

- 1) Does your company's crisis management planning, testing and response follow clearly defined guiding principles that have been communicated throughout the organization?

1 2 3 4 5 (1 = not at all; 5 = absolutely)

- 2) Does your company conduct recurring Vulnerability Audits geared toward identifying hidden risks that may result in a crisis?

1 2 3 4 5 (1 = not at all; 5 = absolutely)

- 3) Does your company utilize a technology-enabled Incident Notification System?

1 2 3 4 5 (1 = not at all; 5 = absolutely)

- 4) Does your company utilize a software-based Incident Management System?

1 2 3 4 5 (1 = not at all; 5 = absolutely)



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- 5) Does your company have a customized and regularly updated Crisis Management Plan (CMP) in place?
- 1 2 3 4 5 (1 = not at all; 5 = absolutely)
- 6) Does your company have a customized and regularly updated Crisis Communication Plan (CCP) in place that includes a Social Media component?
- 7) Does your company have trained Crisis Management Teams (CMT) and Crisis Communication Teams (CCT) at the corporate, regional and local level in place?
- 1 2 3 4 5 (1 = not at all; 5 = absolutely)
- 8) Do your company's Crisis Management and Crisis Communication Team members and their designated backups have access to relevant resources (personnel, equipment, information, training, etc.)?
- 1 2 3 4 5 (1 = not at all; 5 = absolutely)
- 9) Does your company utilize centrally located and appropriately equipped on site and off site Crisis Control Centers (CCC) for the Crisis Management and Crisis Communication Teams to work from?
- 1 2 3 4 5 (1 = not at all; 5 = absolutely)
- 10) Does your company utilize appropriately equipped on site and off site locations for the designated members of the Crisis Management Teams and Crisis Communication Teams to hold media briefings and news conferences?
- 1 2 3 4 5 (1 = not at all; 5 = absolutely)



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- 11) Does your company regularly identify and train spokesperson who will address the media and other stakeholders during a crisis?
- 1 2 3 4 5 (1 = not at all; 5 = absolutely)
- 12) Are the Crisis Management and Crisis Communication Team members' interaction and efficiency tested on a regular basis?
- 1 2 3 4 5 (1 = not at all; 5 = absolutely)
- 13) Does your company utilize crisis logs and evaluate past crisis incidents to better manage adversity in the future?
- 1 2 3 4 5 (1 = not at all; 5 = absolutely)
- 14) Does your company have an Issues Management Function and an Internet Monitoring Strategy in place?
- 1 2 3 4 5 (1 = not at all; 5 = absolutely)
- 15) Are your company's managers trained in Presentational Communication and Risk Communication?
- 1 2 3 4 5 (1 = not at all; 5 = absolutely)
- 16) Does your company actively seek traditional news media and social media involvement in times of crisis?
- 1 2 3 4 5 (1 = not at all; 5 = absolutely)
- 17) How would you describe your company's relationship with the traditional news media and social media?
- 1 2 3 4 5 (1 = poor; 5 = excellent)



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18) How likely is it that your company will publicly acknowledge responsibility in times of crisis?

1 2 3 4 5 (1 = least likely; 5 = very likely)

19) How likely is it that your company will admit guilt and express regret in times of crisis?

1 2 3 4 5 (1 = least likely; 5 = very likely)

20) How likely is it that your company's legal counsel will advise senior management to say as little as possible in times of crisis?

1 2 3 4 5 (1 = least likely; 5 = very likely)

21) How likely is it that your company will proactively involve relevant stakeholders during the crisis response and crisis recovery phases?

1 2 3 4 5 (1 = least likely; 5 = very likely)

22) How likely is it that your company will not only survive a crisis, but emerge from it as a stronger and more determined organization?

1 2 3 4 5 (1 = least likely; 5 = very likely)

Thank you for filling out our Crisis Communication Preparedness Questionnaire. Please note that although this questionnaire includes 22 questions, a more thorough assessment is necessary in order to provide advice on how your company's level of crisis communication preparedness may be increased.

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