How to Respond to a Crisis Like COVID-19
Checklist

☐ **Plan for Potential Crises**

It's challenging to plan for any specific crisis, but you can take steps to ensure you have a process in place to move quickly. Create a Crisis Response Plan that includes operational and communications outlines to determine what to do and say when a crisis occurs.

☐ **Assign a Crisis Communications Team and Lead**

During a crisis, relevant, compliant, and consistent communications are vital in establishing customer confidence and assurance. Assign a crisis communications team that includes a senior executive, legal counsel, compliance manager, and customer experience officer. For small carriers, identify a communication lead who can manage each role.

☐ **Establish Company-Wide Tone, Key Messages, and Sending Intervals**

It is best to create and communicate a corporate-wide tone, key messages, and message sending intervals early in a crisis. With several departments delivering customer communications, this keeps correspondence consistent and timely.

☐ **Identify Stakeholders and Their Needs**

In many situations, you'll want to deliver communications to customers, internal teams, and partners. Identify your stakeholders, what information they need, when they need it, and how they should receive it.

☐ **Communicate Often**

In times of uncertainty, a lack of communication causes higher levels of anxiety. Communicate often with your customers with the information you know. Send concise and actionable information.

☐ **Assess the Crisis Situation and Adapt**

Crises like COVID-19 change fast, and you want to change your messaging to match your stakeholder's concerns. Monitor the situation as well as your audience's response and adapt your company-wide tone and messages to fit the needs of your customers.

☐ **Post-Crisis Analysis**

After a crisis, determine what your organization did well and areas of improvement. Use this information to make changes to your Crisis Response Plan and your processes, technology stack, and teams to ensure you're prepared for when the next crisis occurs.

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