

10 "C'S" OF EFFECTIVE CRISIS COMMUNICATIONS

- ❑ **Convenient.** The communication must be convenient—easy and timely—for the recipient.
- ❑ **Certain.** Being honest and genuine during a crisis is the best way to ensure that uncertainty does not grow in the minds of your stakeholders, both internal and external.
- ❑ **Consistent.** Whether communicating in a crisis or just day-to-day, you must be consistent in how, when, and where you are communicating.
- ❑ **Complete.** Waiting while you circle the wagons or form the perfect sound bite often leads to uncertainty in the minds of your stakeholders.
- ❑ **Clear.** When an organization or individual releases a statement, it should be so clear that others cannot easily read into it or form alternative opinions.
- ❑ **Concise.** Communicate the message that you intend to communicate as directly and concisely as possible.
- ❑ **Credible.** You can be honest in your response to a crisis, but without credibility there is no assurance your audience will believe anything you are saying.
- ❑ **Compassionate.** Compassion and empathy communicated in a genuine way are keys to moving forward following a crisis and often open the door for optimism rather than uncertainty.
- ❑ **Conscientious.** Remember the audience, and remember the stakeholders. And, remember that what we are talking about here is how you communicate a decision, point of view or a course of action in the most effective manner.
- ❑ **Conscious.** Effective communications must be prepared and delivered with an awareness of surrounding events, circumstances, and situations.