

Develop a communication plan

- Build a plan, a roadmap that will help you navigate a crisis, emergency, or other unplanned event. This map will help you during hard times to stay focused and think clearly about what to do, and what you are saying when and to whom.
- Take control of your message. Know what you want to say – and remember it's not about you. It's about what your customers need to hear from you.

Stay true to your values

- Be genuine. Don't try to reinvent yourself during an emergency and don't let others define you or let speculation and rumor win.
- In the absence of facts or accessibility your story unfolds around you instead of you controlling your message.

Demonstrate leadership

- Strategize. Plan for the worst. Learn how to apologize.
- Make sure your employees know how to represent you and your business, and what they can do in the event some service recovery is needed for an unhappy customer.
- Remember, it can take a lifetime to build a reputation and a business. It can take literally a few moments for everything to unravel.