

# CRISIS READY® FORMULA

## Responding to Emotional Escalation

Elevating status quo to create a crisis resilient world.

One of the Crisis Ready® Rules is: **You cannot beat emotion with logic.**

If emotion cannot be overcome with logic, as dictates one of the Crisis Ready® Rules, how then do you empower your teams to respond effectively in situations where emotions are running high and quickly escalating the negative impacts of the situation?

The following is a Crisis Ready® Formula designed to provide your team with a simple and effective framework to communicate with emotional intelligence, with the goal of helping you de-escalate emotionally charged situations.



### Breaking down the formula

If we cannot beat emotion with logic, then effective crisis communication needs to first seek to connect emotionally, reaching the hearts of your stakeholders and communities.

VALIDATION +	People need to feel heard and validated. The first step in this formula is to sincerely validate the emotions being felt.
RELATABILITY +	Next, let your stakeholders know that what matters to them also matters to you.
PROOF	Once people feel heard, cared about and related to, it is time to prove that you mean what you say. This is when you bring in facts and corrective commitments and actions.

### CRISIS READY® ACTION ITEM

One of the secrets to being Crisis Ready® is to teach your teams to effectively communicate with emotional intelligence—not just in times of crisis but always.