

CRISIS READY® FORMULA

Managing Controversial Issues

Elevating status quo to create a crisis resilient world.

Controversies are emotionally charged and highly divisive by nature, making them amongst the most challenging types of events to manage effectively.

When managing a controversial issue, it's important to remember that there is a high probability that you will not appease or appeal to everyone. It is, therefore, essential that you have a clear understanding of the situation, the reasons behind the emotions people are feeling, and how your brand fundamentally aligns with the topic or issue in question.

The following Crisis Ready® Formula is designed to help you effectively respond to controversial topics and issues with all of this in mind. Share this formula with your teams prior to experiencing a controversy and be crisis ready to get ahead of this type of impactful issue as quickly and as effectively as possible.

