

HOW TO SURVIVE A COMMUNICATIONS CRISIS

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**HELLERMAN
COMMUNICATIONS**

POSITIONING PROFESSIONALS

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WHAT IS A CRISIS?

A **crisis** presents enormous threats and **represents** significant **risk to the company's reputation**, operations, market **share**, **sales**, employee **morale**, and overall **financial performance**.

THE CRISIS MINDSET



Something bad will always happen



Where there is smoke, there is usually fire



Lawyer-Communicator-Leadership tension



In the court of public opinion, everyone must take the stand (usually...)



The first with the most wins



A crisis is an opportunity (but never let it get that far)



The Rules

- ➔ Think creatively
- ➔ Argue and prove your case
- ➔ Perception vs. reality
- ➔ Educate the media
- ➔ No comment is a no-no
- ➔ Fix the problem



KEYS TO SUCCESS



Anticipate the crisis by surveying your organization's **potential problem areas**.



Plan now. Don't wait for a problem to tailor a contingency response plan for your organization.



Create a **crisis communications team** to help anticipate and plan for potential issues.



Monitor your social media status.

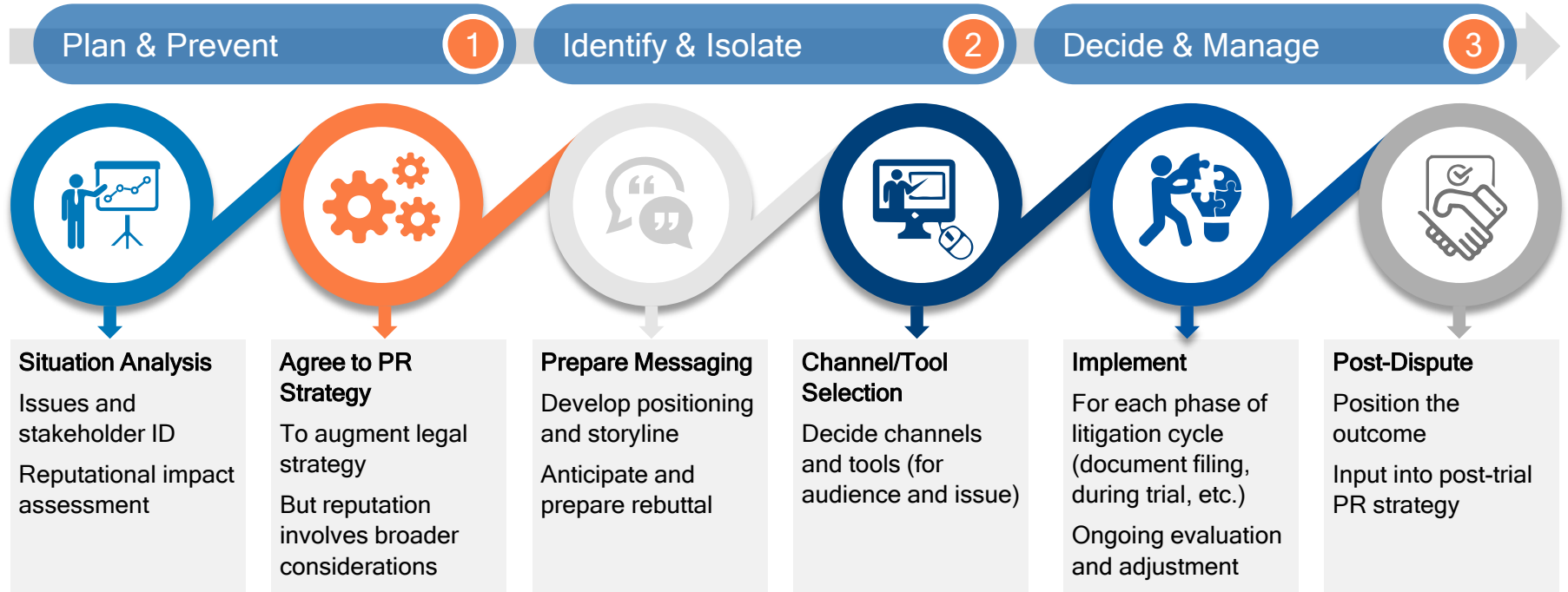


Whenever possible, and time permitting, **tell your employees first about the crisis** – they deserve to know and can be your best spokespeople.



Build **relationships of trust with key stakeholders**. Don't wait until a crisis to introduce yourself and respond to their needs. Open a dialogue that meets your organization's and their needs and address issues of concern before a crisis erupts.

COMMUNICATION PROCESS



AIM! To steer the communications process systematically, aligned with client objectives and any legal strategy, rather than leaving reputation to chance or as an afterthought.

WHY WORRY ABOUT CYBER?

Ransomware is a type of malicious software that threatens to publish the victim's data or perpetually block access to it unless a ransom is paid.



Law Firms are Under Attack...

35% of firms have experienced a cyber attack.

Predicted increase of nearly **100%** in 2018 to 65%.



...and they're not doing much about it

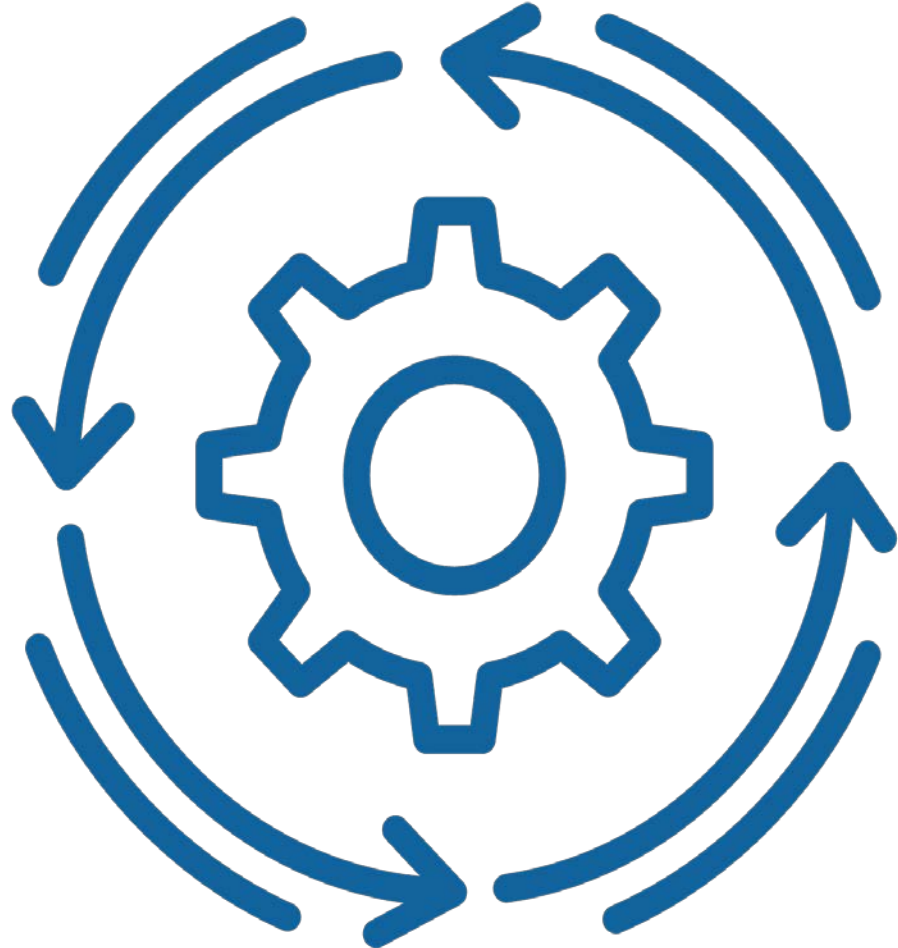
95% of firms not compliant with their own data protection policies.

100% not compliant with clients' data protection policies.

Timing Is Everything

- ☞ Explain the **what** within the first 12 hours of the data breach.
- ☞ Share the **who** (key players and their roles) within 24 hours.
- ☞ Update on the **why** (justify, accept responsibility, etc.) within 36 hours.
- ☞ If legal action is taken, disclose litigation updates when available.

These general rules may be subject to change, based on whether or not your firm has a crisis response plan in place and when breach details becomes available.



Q&A

THE SPEAKER

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