

MCH8179 Risk and Crisis Management

A person in a light blue suit is holding a clear crystal ball. Inside the crystal ball, a globe of the Earth is visible, with a white, swirling pattern that suggests movement or prediction. The person's hands are positioned around the crystal ball, with fingers slightly curled as if holding it. The background is a soft, out-of-focus grey.

Week 3 Workshop: Predicting and preventing crises

LEARNING OUTCOMES & SEMINAR OUTLINE

- Develop a critical awareness of the role of crisis management in a PR context
 - Critical awareness of the importance of strategic planning in crisis management
- ❖ Key focus:
- Crisis management planning – risk analysis cont. (feedback & assessment tips)
 - Crises & paracrises - case study analysis & discussion: The Ellen Show & BrewDog

CMP – Risk Analysis

1. Work with the person with whom you created your risk map and threats list.
2. Find out the names of peers sitting closest to you and review their document on Teams:
 - Did they identify similar risks?
 - Did they score them in a similar manner?
 - Having reviewed your peers' answers, would you change anything in your paper?
 - Are there any big/unusual differences or elements? Ask them for explanations

CMP – Risk Analysis **Feedback**

❖ Your key strengths:

❖ Considerations to make/areas for improvement:



Crises & paracrises: Case Study 1

Former Employees Say Ellen's "Be Kind" Talk Show Mantra Masks A Toxic Work Culture

"If [Ellen] wants to have her own show and have her name on the show title, she needs to be more involved to see what's going on," one former employee said.



Krystie Lee Yandoli
BuzzFeed News Reporter

Posted on July 17, 2020 at 1:29 AM

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- What was the risk in this crisis?
- How could the risk have been prevented from developing into a crisis?
- After the crisis started, what could have been done to minimise its impact?

Crises & paracrises: Case Study 2



- What happened during the pre-crisis stage?
- Would you classify this as a paracrisis? What mistakes in the mitigation of this crisis did BrewDog make?
- What approach did they decide to take? What recommendations would you give to the brand to avoid similar crises?

What's next?

- Week 4 Sway & Lecture: Crisis Preparedness (CMP/CMT); thanks for your contributions!
- Week 4 Workshop: CMP/CMT/CCP – analysis and practice (instructions in the Sway)