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## 3 Areas of Focus in Crisis Management

**1. Coordinating a response** - Depending on the nature of a crisis, various teams and individuals may be needed to resolve the issue. In this case, it is ideal to have a director of operations coordinating the necessary parties. This way the founder is not overwhelmed and can continue to run the business and the public-facing side of the company.

**2. Learning from a crisis** - A crisis can be a great opportunity to improve systems and prevent similar issues in the future. This is where a post-incident review (PIR) comes in. Note, a PIR is not meant to assign blame; instead, the focus is on identifying the causes of the crisis, developing a plan to address each one, and setting timelines for resolution.

**3. Preparing for the unknown** - This third area consists of five parts:

**1. Classification of crises** - First, you need to correctly classify crises, to ensure the appropriate amount of attention and resources is given to them. This classification is based on factors such as the number of users impacted, the scope of the issue, the risk of data breach, and potential reputational damage.

**2. Risk assessment** - This involves routinely gathering a team to brainstorm potential financial and system risks, evaluating their possible impact and likelihood, and deciding whether to create a plan for them or accept the risk. This process can be done on a project basis or on a regular schedule.

**3. Disaster recovery** - Planning for disaster recovery and business continuity is essential. This can mean having backup systems in place, rehearsing restorations from backups, and planning for potential location changes due to disasters or outbreaks.

**4. Cybersecurity** - This fourth part involves having robust cybersecurity plans in place to protect against data breaches.

**5. Proper training** - Training enables teams to effectively handle crises, learn from them, and prepare for the unknown. Understanding these strategies doesn't happen automatically; training is necessary to equip personnel with the needed skills and knowledge.

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