Small Business Crisis Checklist

Will you be prepared when a crisis hits your business? A crisis can devastate a small business. A crisis can result from either a positive or a negative event - but either way, planning ahead is the best way to make sure your business survives the unexpected.



Before A Crisis

1. Identify Types of Potential Crises: What types of crises is your business likely to encounter? What crises have your competitors encountered?
2. Designate A Crisis Management Response Team: Who on your team will be involved in a crisis response? Do you need to hire a PR firm?
3. Provide Media Training: Many crises

During A Crisis

4. Identify a Spokesperson: Who will update employees, customers, stakeholders or the media about the crisis?
5. Get The Facts: While a quick response is important to provide information and reassurance, make sure you have the correct information before making an internal or public response.
6. Be Honest: Never lie to the public or the media about what happened. Take responsibility as needed,
7. Use Social Media Strategically: A public response to a crisis may be required. Review previously scheduled social media posts and listen to

After A Crisis

8. Evaluate Your Crisis Team Response: What worked, and what didn't work?
9. Update Your Crisis Plan: What lessons have been learned, and what should be done differently?

10 Annual Review: Each year review and update your crisis plan and train your team on what to do if a crisis occurs.

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