

**CORPORATE COUNSEL'S ROLE  
IN CONTAINING AND RESOLVING CORPORATE CRISES:**

**6 PRINCIPLES FOR SUCCESSFUL CRISIS MANAGEMENT AND RESOLUTION**

REDUCTION

1. **Crisis Audit:** Plan to foresee and prevent crises to the extent possible; conduct a crisis audit; identify and mitigate by risks.

READINESS

2. **Crisis Team:** Build and train an appropriate, effective, multi-disciplinary core crisis team comprised of inside and outside experts; supplement it based on particular critical circumstances as they arise.
3. **Crisis Response Plan:** Develop test and routinely update your plans to deal with foreseeable crises.

RESPONSE

4. **Crisis Action Plan:** Controlled communications and clear direction are key; See: 6 Key Stages in Preparing and Executing an Action Plan.
5. **Leadership:** Get ahead of an emerging crisis at every stage; define (and redefine) the crisis over time; agree on the definition of "success"; be flexible in building and revising your crisis action plans.

REVIEW

6. Learn from your experience; conduct post-crisis review and revise crisis response plans.