



This Rules/Policy document is provided to you and your organization as a starting point or maturity checkpoint for existing rules/policies. It is brought to you on behalf of Jim McConnell, Principal Owner, and Ask McConnell, LLC – A Converged Security Services Provider. The content is not meant to cover every circumstance, industry, law, regulation, contractual requirement, threat, environment, or risk, but it provides an easy, defensible, highly accountable starting point for any organization. Please consult with your legal counsel and insurance provider about added requirements. If you know of peers that you think would find value in these resources, please have them contact us. These will be updated on our website regularly. We are not legally protecting these documents; we just ask for credit, shout-outs, and referrals if you find them helpful. If you have recommended updates, we are all ears. And if you need Converged Security Consulting and Training, please reach out, we would be honored to serve you and your organization.

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Ask McConnell, LLC

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# Crisis Management and Communications

Updated: 06 May 2025

Protecting human lives is the highest requirement of our entire organization, whether they are employees, customers, volunteers, visitors, or part of our supply chain while under some nexus to our organization.

- I will report security concerns, vulnerabilities, and threats to my supervisor or the organization's Ethics Hotline or if they are unavailable, and I feel unsafe, I will call law enforcement.
- I will manage or support the definition and criteria development for what constitutes a "crisis."
- I will follow law enforcement / first responder direction during any event.
- I will manage or support all after-action evaluations and improvements
- I will not engage in a role in the crisis unless I am trained and qualified for the role.
- I will manage and support the redirection and reprioritization of anyone under my management to support the crisis.
- If I am a person (non-victim) involved (e.g., discovery, onsite, responder, etc.) in the Crisis
  - I will focus personnel impacting issues first
  - I will not talk to the press or anyone asking for comment
  - I will remind organization personnel to prioritize personnel-impacting issues and not talk to the press or anyone asking for comment
  - I will notify the crisis management team (CMT) and my management as soon as it is safe to
  - I will prioritize 911 needs over CMT/Management notification requirements
  - I will redirect all status, comment requests to CMT
  - I will be Incident Commander (NIMS ICS Model) until a higher authority is available
- If I am the first highest executive initially involved in a crisis
  - I will take over Incident Commander (NIMS ICS Model) until a higher authority is available
- If I have an ongoing role in crisis management
  - I will attend all approved training (e.g., response, PIO, tabletops, etc.) related to crisis management
- If I am in a management role in the crisis management function
  - I will manage or support the training (response, PIO, tabletops, etc.) of myself and all personnel under my management related to crisis management
  - I will only talk to the press or other "media" after confirming with leadership about the agreed-upon messaging.
  - I will try to delay communications until the Public Information Officer (PIO) or equivalent is present / onboard
  - I will manage and support PIO access to all authority and resources required to perform their role.
- I will manage or support a State of Security Report and Presentation, under Executive Session, at least yearly, that covers incidents, vulnerabilities, improvements, and metrics across all domains of Security, including crisis management and communications

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Signature Note: I am a huge fan of wet signatures on these types of documents for accountability and investigation reasons. So you can add the parts below to each rule/policy document or have a collective wet signature and references in the Security Agreement document, located on the same webpage you got this rule / policy from. Organizational preference.

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Print Full Legal Name

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(Blue Ink) full Legal Name Signature  
Style of signature must closely match Driver's License

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Date

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