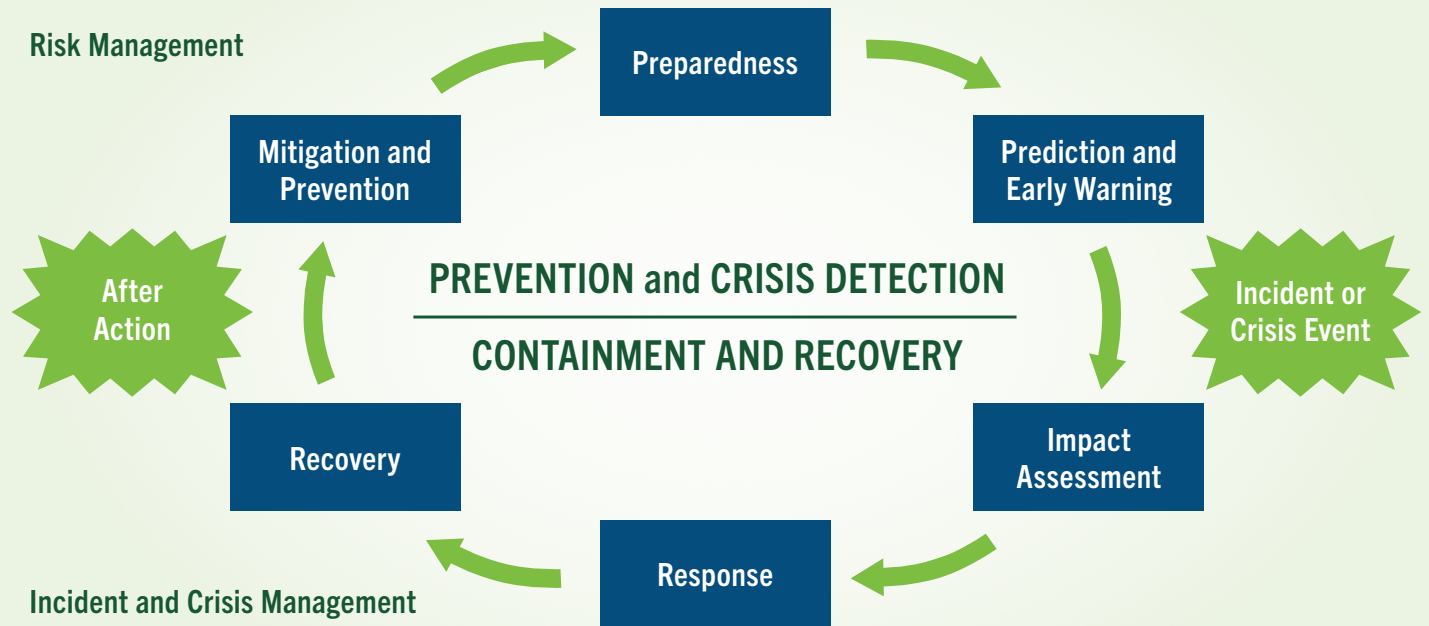




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The Risk and Crisis Management Cycle



If an organization has ever experienced a crisis, it is **INSANE** to repeat the same confusion and stress during the next crisis.

The reason why this phenomenon continues to happen is simple. The team does not see the need to manage crises **STRATEGICALLY** and **TACTICALLY**

Risk Management goals are preparatory, long term, high level, and are designed to avoid, prevent, or drastically mitigate the effects of a crisis.

Crisis Management goals are “in the moment”, short term, and are successful when the response is effective and efficient in mitigating the effects of a crisis.

Crisis Management is a critical “function” of Risk Management.

Proactive Risk Cycle

Risk Management segues to managing through a crisis at the beginning of the event. Activities created during the risk management cycle activate to deal with the situation.

Reactive Crisis Cycle

Crisis Management segues back to managing risk at the end of every crisis to allow the team to learn from the event and begin the preparedness process all over again.

Competent risk and crisis management require planning, preparation, innovation, and the ability to make a decision, all held together by the courage to act boldly.

1. **Risk Analysis:** Threat identification and prioritization
2. **Activation Protocol:** Triggers, urgency levels, communications
3. **Crisis Management Team:** Authority levels, decision-making
4. **Command Center:** Physical or virtual, redundancies
5. **Monitor and Revise:** Annual review process, revisions, after action processes
6. **Response Plans:** Tasks, progress phases, accountability
7. **Crisis Communications:** Internal and External, centralized
8. **Resources:** Supplies, Wi-Fi, burner phones
9. **Training:** Exercises, drills, tabletops