

# Discussion Guide:

## 8 Steps to Your Best Crisis Debrief

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1. Determine and define what you're most interested in/what's most applicable to you. (e.g. executive positioning, internal communications, social media, written statements, stakeholder outreach, media relations)
  - Create an event timeline
2. Collect relevant data: executive statements, social media data trends and messaging insights, third party comments, etc.
3. Determine the Risk Category - Strategic, Preventable or External?
4. Identify what went wrong (2-5 key problems)
  - Why did they become problems?
  - Who is responsible for them?
5. Identify what went right (2-5 key problems)
  - Which tactics seemed to work best?
  - Who was the best spokesperson?
6. Brainstorm possible solutions and identify how your organization would have handled such a solution.
7. Is your proposed solution realistic? What are the barriers that would prevent you from implementing that solution?
8. What are most relevant takeaways for your organization.