

## Holding Statement Worksheet

This worksheet will help you quickly develop an appropriate statement to share in the early stages of an event. It's based upon our years of experience managing real crises and seeing what does (and doesn't) work.

The goal: **reasonable people** will conclude you are doing what a **responsible organization** would do under the same circumstances – in other words, the benefit of the doubt.

Additional information will arise as events unfold and these can be added to future, more formal, and detailed statements. For now, the intent is to share something quickly as you begin your response.

### The Essentials

Use the prompts below to identify the key elements you need to include in a basic statement.

THE BIG THREE	
ACKNOWLEDGE WHAT HAPPENED	
EMPATHY FOR AFFECTED PEOPLE	
CONFIRM OUR COMMITMENT	



Your reputation is valuable.  
Protect it.

**Example:** “Worldwide Music Inc is aware of an outage that is affecting streaming of our on-demand music services via the WWM Music app [**acknowledge**]. This outage took place in the early hours of October 1st and fans in North America may have had their broadcasts interrupted [**empathize**]. We are working hard to get our services online and won’t stop until all WorldWide music channels are back online [**commitment**].”

### Additional Elements

Even in the early stages of an event, you may be able to say more. Use these additional questions to create a more comprehensive holding statement

EXTRA CARE	
SHOULD WE APOLOGIZE?	
DO WE NEED TO PROVIDE ADDITIONAL INFORMATION FOR THOSE AFFECTED?	
DOES THE MEDIA NEED A POINT OF CONTACT?	

**Example:** “Worldwide Music Inc is aware of an outage that is affecting streaming of our on-demand music services via the WWM Music app [**acknowledge**]. This outage took place in the early hours of October 1st affecting fans in North America [**empathize**] and we are sorry that we aren’t able to provide you with live streaming services at the moment [**apology**]. We are working hard to get our WWM Music app back up and running and won’t stop until all WorldWide music channels are back online [**commitment**]. In the meantime, anyone affected can access their favorite music via the Worldwide Music site at [www.WWM.music](http://www.WWM.music). We will continue to update you on our progress in resolving this matter at [www.WWM.music/status](http://www.WWM.music/status), on Twitter / IG / TikTok @WWM-rocks, and our customer service team is on standby at 1-800-WWM-CHAT [**information for those affected**]. Any press inquiries should be directed to our communications team at 1-800-555-1654 [**information for the media**].”

**Remember**, the intent is to quickly issue something so **reasonable people** will conclude you are doing what a **responsible organization** would do under the same circumstances – in other words, the benefit of the doubt.



*Kith is a crisis management advisory that uses senior counselors’ decades of experience to provide clients with elite guidance to prepare, mitigate, and recover from reputational threats.*