



CRISIS MANAGEMENT WORKSHOP for C-Suite Leaders

May 23, 2024 | 8:00 am-4:00 pm (EST)

It's not "If ..." it's "WHEN your construction business faces a crisis..."

Are you ready? Do you have a plan to handle how to handle communication with your primary audiences: Employees? Their families? Subcontractors? Customers? Community leaders? Law enforcement? Regulators? Local media? Social media?

Whether you're faced with a natural disaster, personnel ethics violations, violence in the workplace, an accident on a jobsite, or another crisis that puts your organization in a bad light, you need to be ready.

Get into crisis communication planning – or you'll be out of business



Presented by
Laurie Richards, CEO, LR&A,

TOPICS COVERED:

- **What to prepare**
 - Prepare to inform your staff and their families before news spreads informally. Know precisely what to say, in which order, and when, to present your company as compassionate and professional. Also, learn what to avoid saying to protect your company's reputation.
- **Preparing the right people for the right roles**
 - Train yourself and key personnel like VPs, HR, CFO, and COO as company spokespeople, as no one represents your company better than its own people. Prepare now for crisis communication – it's crucial to have the right relationships and training in place beforehand, not during an emergency.
- **Response -- not Reaction**
 - Develop a communication plan for crisis readiness, just as you would plan a construction project. Understand and use powerful words that enhance trust and credibility, and learn which words to avoid. Remember, your facial expressions are important too – know when to smile and when not to.

WHO SHOULD ATTEND:

- Owners
- CEO, COO, CFO
- Managers and Supervisors
- HR Professionals

QUESTIONS?
Email training@abccf.org

