Managing the Unthinkable – Crisis Management and Communication

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Crisis management has long been a challenge that has significant impact on corporate success. The impact of organisational crisis has never been felt stronger. The reputation and credibility of organisations are profoundly affected by the perception of their responses and acts or omissions during crisis situations. Senior executives can never anticipate everything that can occur to prepare for the crisis before they happen, however, they are expected to demonstrate a complex set of competencies in responding and managing unforeseen crisis, at the different phases, which may include detection, preparation and prevention, damage control and containment, recovery, and reflection and learning.

Organisations are very cautious of the negative consequences or disruptive aspects associated with crisis and will focus efforts on communications and public relations. This presentation will provide opportunity to explore strategies for the individual and organisation to manage a crisis well. A broader context of crisis management consists of skills and techniques to identify, understand, evaluate and cope with such a serious situation, especially from the moment it first occurs to the point that recovery procedures start.