

INITIAL RESPONSE STATEMENT

Provide a clear initial response detailing what your company is doing to manage operations and the situation and to keep people safe.

1. TAKE THE LEAD.

Acknowledge that there is a situation. State the facts and demonstrate that you are in control and managing the situation.

2. PEOPLE COME FIRST.

Address the needs and concerns of those affected. Answer any questions that you think they may be asking about what is happening and how it impacts the way you operate.

3. EMPATHISE.

Demonstrate that you understand their concerns and that you know and understand what is at stake for them.

4. TAKE ACTION.

Describe clearly the action that you are taking to manage the situation in the most effective way possible.

5. COMMUNICATE EARLY AND CONTINUOUSLY.

Explain how they can get in touch with you if they have any questions or concerns and signpost them to any other relevant sources of information or resources.

6. THANK AND UPDATE.

Thank them for their understanding and let them know how you will keep them updated as the situation progresses.