A behavioral science-based approach to risk and crisis communications

Speaker:
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Learning Objectives

At the end of this session, you will:

• Understand the role of trust in managing a crisis
• Learn methods for evaluating your crisis management program
• Understand how humans react in high-stress environments
Companies’ reputations are at great risk.
A failure to manage trust is a failure to manage risk.
Companies thrive or fail by their ability to keep a promise.

Wir haben die Sicherheit neu erfunden.
Die neue A-Klasse.
How can companies maintain trust?

- Empathy
- Commitment
- Transparency
- Expertise
Recognize our stories as flawed.
Adopt the role of the hero.
Make sure your program is working.
Understand how people operate in crisis-mode.
Investigate the situation.