

Crisis and Disaster Management Playbook:

Your Top Five Moves

When a crisis or disaster strikes, channel leaders should implement these top five moves—field-tested best practices—to successfully manage customers, employees and business issues.

1

COMMUNICATE EARLY AND OFTEN

Communicate proactively and frequently to keep customers and employees informed.



2

PRIORITIZE EMPLOYEES

Modify work arrangements to safeguard the wellbeing and productivity of employees.



3

SERVE, DON'T SELL

Focus on serving, not selling, the business-critical needs of customers.



4

FLEX TO CUSTOMER NEEDS

Adapt business operations and policies to address quickly changing customer requirements.



5

TAP YOUR PEER NETWORK

Call on trusted peers for ideas, input and inspiration on how to solve pressing business challenges.

