



## Step 1 - define

Make sure you are clear what you're dealing with. Gather data and info that will help scale the size of the problem, quantify the impacts and quickly build a communications approach to provide leadership and to let colleagues, customers, service users and other interested parties know what's going on. Openly share knowledge.

## Step 2 - contain

Contain and don't make things worse. Controlling the problem perimeter and limiting the impact is a critical starting point for then being able to effectively solve the problem. Rushing around looking busy doesn't cut it. There's a process here, so in a crisis, follow it.



# Step 3 - gather

Gather the right knowledge and tools to solve the problem. Knowing what you're dealing with means you can mobilise precisely the right response and limit direct involvement to people, systems and other assets that can solve the problem. It's important to choose the right people to listen to. There will be lots of well intentioned people offering their advice but if their knowledge isn't critical this can be a distraction.



#### Step 5 - restore

Recover, restore & reassure. Everyone looking in at the problem expects a real focus on solving it. The things that set great organisations apart is first, how effectively the disruption is dealt with, second how quickly they get to the new normal and third, how authentically they deliver the reassurance that all is under control.

## Step 6 understand



Deeply understand the real causes of the problem. People talk about root cause analysis all the time, but rarely get to the root. They often stop at the first cause they find and try to deal with that.Unless you invest the time to examine the causes in the round, to understand the combination of factors that led to the problem, you stand no chance of preventing a recurrence.

### Step 7 - prevent

Prevent it from recurring. There's nothing more frustrating than for colleagues, customers, service users, organisational leadership, regulators and increasingly the media (in all its forms) to experience the 'here we go again' syndrome. If you have a listening, responsive, action based approach to preventing a recurrence, then the odds of success are hugely improved.



## remember

however good you are today, tomorrow you need to be better. that's what we do ... help you to be better call us on 07990 698948. to find out more

