

Communicating During a Crisis

3 Valuable Resources

Leaders are being challenged to communicate effectively under these stressful, complex, ever-changing conditions.

For many, it's their first time doing so during a company-wide, nation-wide crisis.

We thought readers of our 60-Second Read would find the following three resources helpful:

- [Communicating Through the Coronavirus Crisis](#). From Harvard Business Review, a 5-step framework for your communication strategy. (Note: HBR has a paywall, but your first 3 articles per month are free.)
- [Communicating with Employees During a Crisis](#). From the Society for Human Resource Management (SHRM), a quick primer on what to do and not to do. See the [Sidebar: 8 Tips for Communicating with Employees During a Crisis](#).
- [Communicating in a Crisis: Risk Communication Guidelines for Public Officials](#). From the Substance Abuse and Mental Health Services Administration (SAMHSA), a comprehensive and detailed guide for how to communicate effectively during a crisis. Contains numerous do's, don'ts, and how-to's. Content is **not** specific to substance abuse or mental health. If you don't use it, at least keep this as a solid reference for future crises big and small.

Be well, and stay safe.

Best regards,

David Harper, Managing Principal

[The Advisory Alliance](#) develops high-potential leaders in talent-driven companies and organizations.

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Contact Info:

dharp@AdvisoryAlliance.com

912.898.2255

www.AdvisoryAlliance.com

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Our mailing address is:

The Advisory Alliance
Box 30364
Savannah, GA 31410-0364