

Crisis Management Training 101

The Fritz Pollard Alliance (FPA) is here to guide you through the complexities and nuances of crisis management within the framework of the NFL. We understand that the NFL is filled with high-staken situations that require immediate and strategic responses. Through this guide, we will ensure you are not only equipped with the knowledge but prepared to address them effectively.

With this understanding, we'll explore the essential steps and strategies designed to equip you with the ability to lead and navigate through crisis situations. We also provide you with immediate, real-time crisis response assistance.

To effectively handle a high-take situation, please review and follow the steps below:

1. Form a Crisis Task Team

In order to tackle the challenge at hand, it is important to establish a dedicated crisis task team, comprising individuals from various departments, ready and equipped to respond to unforeseen events. The formation of this team is pivotal to ensure diverse expertise, swift mobilization, strategic coordination and clear communication.

2. Assign Responsibilities to each Crisis Team Member

A successful crisis task team is established by having clear roles and responsibilities. By assigning specific duties to each team member, you ensure there is a streamlined process that is effective in tackling challenges and minimizing the effect of the crisis. This specialized team should include a mix of team executives, legal advisors, public relations professionals, and operation staff.

3. Mitigate Crisis: Lead Strategically and Empathetically

Take proactive steps to reduce the impact before the crisis escalates. Craft a detailed crisis management strategy and ensure the designated crisis task team is aware of their duties should a crisis occur. Early communication with your internal team and stakeholders is key.

Incorporating empathy into your crisis response will help build a foundation for trust across all stakeholders.

4. Issue a Statement

It is crucial to have a designated spokesperson to issue a statement as soon as possible. Silence or a lack of comment risks letting external parties shape the narrative, potentially driving the public perception. Prompt and early communication is crucial, ensuring that your team has the opportunity to influence the narrative rather than being driven by the events as they unfold.

5. Impact Assessment

It is important to evaluate the response to a crisis in order to learn best practices and applications from the experience to improve future responses. Compile a detailed report that summarizes the implemented strategies, action plan, and list of actionable steps to improve future crisis response efforts.

Real-Life Scenarios

To further challenge and prepare you, we will offer opportunities to tackle real-life scenarios within controlled settings. This practical approach guarantees you grasp the underpinnings of crisis management

but also gain hands-on experience required to confidently deal with complex situations.