

Don't make a crisis out of a crisis

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Webinar Briefing
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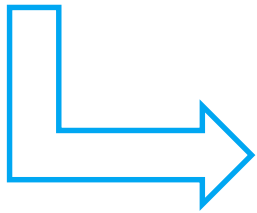


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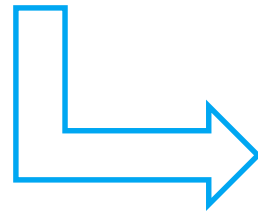
Immediacy must rule

You will have hours not days to get the message to key stakeholders.



Stop looking for the manual

It won't be a mechanical process.



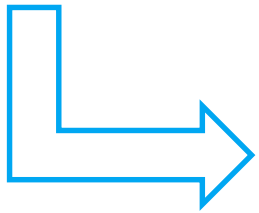
Assemble the right team

Communication channels need to be primed and ready to be switched on.

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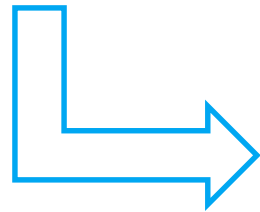
The buck stops with you

Listen to advice but make your decision



Be high functioning before the crisis

Dysfunction and factions will hinder an effective operation.



Think 12 months ahead

Loose communications today will harm you in the future.

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Oracle Corp v SAP AG (2010) 2007/01658 United States District Court Northern District California

- Oracle sued SAP for copyright infringement by downloading thousands of copyright documents and programs
- Jury found in favour of Oracle and awarded \$1.3 billion (later reduced to \$272 million);
- SAP had to disclose the following conversation between two SAP employees on instant messenger:

K1	:	<i>we are getting sued!</i>
K2	:	<i>i know</i>
K1	:	<i>i am reading the lawsuit</i>
K2	:	<i>what are they saying in the nutshell</i>
K1	:	<i>that we illegally downloaded their stuff</i>
K2	:	<i>used false information and customer id/pw to get it</i>
K1	:	<i>well, that's true</i>
K2	:	<i>wonder who on the inside told</i>
K1	:	<i>i think they caught us . . . got the bryan ip address</i>

