

## 5 tips for attention-grabbing crisis management exercises

### 1. Ask yourself, 'Why are we doing this?'

What has happened to the business lately, or what do you fear happening, and why?

### 2. Start with a scenario that all attendees can buy into.

Every participant should feel that, if this were to happen, they would have a role to play.

### 3. Let the exercise be guided by what you want to test.

Social Simulator can handle a limitless number of angles, escalation points, audiences and timescales. Perfect for stress-testing an experienced and highly-competent team.

### 4. Make sure your objectives are relevant to the location and audience.

Apps like Messenger, interruptions such as power cuts and simulating state-owned media are essential parts of the mix, as well as global comms channels.

### 5. Leave the detail until last.

Make sure you structure your plan around:

- 2-3 clear objectives. If you have more than this, nest them within each other - this will help keep you and your participants focussed
- A scenario overview of 2-3 paragraphs
- A list of escalation points, for example an intervention from a regulator

**Present a scenario that's realistic, with clear objectives, and you can help people stay focussed, and grow their confidence at the same time.**

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