Crisis Readiness Scorecard

Assess your preparedness. Strengthen your resilience. Respond with confidence.

How to Use This Scorecard:

Every business will face a crisis. The only question is how prepared you'll be when it happens. This scorecard helps you evaluate the systems, habits, and blind spots that will define your ability to respond—not just react—under pressure.

You'll assess your preparedness across 11 key categories that influence your risk exposure and public response. The goal isn't to score perfectly, but to identify areas that deserve attention before they cost you credibility, revenue, or legal exposure.

For each category, rate your organization from 1 to 5:

- **1 – Unprepared:** No awareness, no plan
- **2 – Aware:** Know it's important but haven't acted
- **3 – In Progress:** Early or partial progress
- **4 – Operational:** Systems are in place, but not fully tested
- **5 – Ready:** This is a strength. We're confident and practiced

At the end, total your score and use the Response Guide to take action. Then use the Priority Focus Selector to guide where you begin.

Crisis response is not a test of improvisation. It's a reflection of preparation.

Let's begin.

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1. Crisis Communication Plan

Do you have a documented, tested plan for communicating during a crisis?

- Does it define roles, message approval flows, and media contact protocols?
- Has it been updated in the past year?
- Has your team practiced using it under pressure?

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2. Crisis Team Alignment

Have you identified the key people responsible for managing and communicating during a crisis?

- Do they know their roles and have authority to act?

- Have they been trained and briefed?

- Have they practiced together?

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3. Message Discipline & Training

Can your leaders and spokespeople deliver consistent, trustworthy messaging during scrutiny?

- Have they received media training?

- Are they clear on company values, tone, and public expectations?

- Do they know what not to say?

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4. Internal Notification Systems

Can you communicate quickly and clearly with internal stakeholders during a crisis?

- Do you have a system (Slack, email tree, SMS) to reach all staff?

- Are employees trained on what to do if something happens?

- Is there a protocol for who gets informed, when, and how?

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5. Legal Coordination

Are legal, PR, and leadership aligned on what to say and how to respond?

- Do you have a process for balancing legal risk with public expectations?

- Is legal part of the response team from the start?

- Do you have pre-reviewed language for likely scenarios?

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6. Media Monitoring & Sentiment Tracking

Do you actively monitor what the media and public are saying about your brand?

- Do you use tools to track brand mentions and sentiment shifts?

- Do you have thresholds for when to escalate?

- Are insights shared with leadership in real time?

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7. Digital Asset Readiness

Are your digital channels crisis-ready?

- Do you have dark site pages, placeholder posts, or pre-written templates?
- Can you update your website and social media fast?
- Are your login credentials and admin access secure and accessible?

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8. Reputation Risk Assessment

Have you identified the most likely scenarios that could harm your reputation?

- Have you mapped your most likely and most damaging risk scenarios?
- Have you scored likelihood vs. impact?
- Have you reviewed how others in your industry failed or succeeded?

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9. Stakeholder Mapping & Prioritization

Do you know which audiences matter most during a crisis and how to reach them?

- Have you identified priority stakeholders (employees, customers, media, regulators, etc.)?
- Do you have contact info and comms plans for each?
- Do you know who needs to hear from you first?

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10. Response Speed & Agility

How quickly can you respond once a crisis breaks?

- Can you issue a holding statement within 1 hour?
- Can your team coordinate without delay?
- Are decisions slowed by bureaucracy or lack of clarity?

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11. Recovery Strategy

Do you have a plan for what happens after the crisis calms down?

- Are you prepared to restore trust and rebuild reputation?
- Do you collect lessons learned and update plans?
- Are you tracking sentiment to know when recovery is complete?

Score Interpretation

49–55 – Crisis-Ready Leader: You've built a culture of preparedness. Your team is aligned, your plans are strong, and your response will be fast and credible.

38–48 – Strategically Aware: You've made strong progress but have a few blind spots. Focus on the lowest-scoring areas to ensure no part of your plan fails under stress.

25–37 – Exposed Under Pressure: Your organization may function well in normal times, but would struggle in a crisis. Begin strengthening foundational systems.

11–24 – Vulnerable to Crisis Fallout: You're not prepared to manage a modern reputation crisis. Delays, silence, or missteps would amplify damage. Begin now.

Post-Score Action Guide

Use your lowest-scoring categories to guide your next steps. Begin with the most vulnerable area and follow the targeted recommendation below:

If You Scored Low In... Start With...

Communication Plan	Draft or revise your crisis plan and get input from legal and marketing
Team Alignment	Identify your core team, assign roles, and run a simulation drill
Message Discipline	Train leaders and test response scripts in a mock scenario
Notification Systems	Map internal communication flow and test staff alerts
Legal Coordination	Establish legal-PR protocol with sample statements and review process
Monitoring	Set up media/social listening with automated alerts
Digital Asset Readiness	Create templates and secure admin logins in a shared but protected space
Risk Assessment	Workshop risk scenarios with leadership and create a ranked matrix
Stakeholder Prioritization	Build a contact sheet and map comms timeline for each audience
Response Speed	Run a tabletop drill to identify bottlenecks
Recovery Strategy	Build a reputation repair plan and commit to post-crisis review

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Choose Your Priority Area

If multiple categories are weak, select your **Priority Area** based on the nature of your business or most likely threats:

Priority Area	Ideal If You...
Comms Infrastructure	Don't have clear plans or response pathways
Reputation Safeguard	Operate in a high-trust, high-visibility industry
Internal Readiness	Rely on teams to move fast and speak clearly under stress
Legal & Media Alignment	Operate in regulated, litigious, or high-scrutiny environments

Pick one. Prioritize the next 30 days around it. Schedule a review 90 days from now to track improvement.

What's Next?

This scorecard is a snapshot, not a solution.

Ethia Strategies offers a **Crisis Readiness Consultation** to review your audit, walk through your scores, and co-design a plan to get you ready.

Book a session at EthiaStrategies.com or email ajc@ethiastrategies.com

Because your reputation doesn't have time to wait.

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