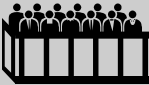






Audience Reaction Tool

Crisis management template to prioritize key audiences, determine effecting approaches to each and outline overall priorities.

 Key audiences	 Potential worst-case reactions	 Desired reactions	 Approaches to bridge gaps	 Priorities
STEP ONE: <i>List all key audiences in this column, preferably in order of importance from top to bottom.</i>	STEP TWO: <i>For each audience, forecast the worst-case reaction of your company's role in the crisis.</i>	STEP THREE: <i>Forecast "how do we want each audience to perceive our handling of this crisis?"</i>	STEP FOUR: <i>Chronicle the best strategies, actions and/or messages to motivate each audience from "potential worst-case" to "desired reactions."</i>	FINAL STEP: <i>When all other columns are complete, look for repeat strategies, actions and messages that address multiple audiences. Those are the likely priorities.</i>