

MODEL-MODEL CRISIS MANAGEMENT (CM) (Serial Crisis Management)

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- a. CM study was begun when Steven Fink wrote a book of Crisis Management: Planning for the Inevitable in 1986.
- b. The root comes from emergency & disaster management, both study focus on the way to avoid incidents & how to respond incidents.
- c. Fink (1986, cited in Coombs, 2010, h.22) was the first who concluded that crisis happens in several stages (called “crisis development model”):
 - *Prodromal*, there are signs for emerging crisis;
 - *Accute*, crisis happens;
 - *Chronic*, period of recovery: crisis event is still in people memories for period of time;
 - *Crisis resolution*, organizasition can do activities normally again.

Model Fink

- Smith (1990) built Three Stage Model of CM process:
 - (1) *Crisis management*, crisis is still at the early stage, be watched and maintained;
 - (2) *Operational crisis*, stage in which the event triggerng crisis emerges & there is a first respon to crisis.;
 - (3) *Crisis of legitimation*, stage in which there are communication respons, mass-media and goverment give attention, and organization learn from the crisis.

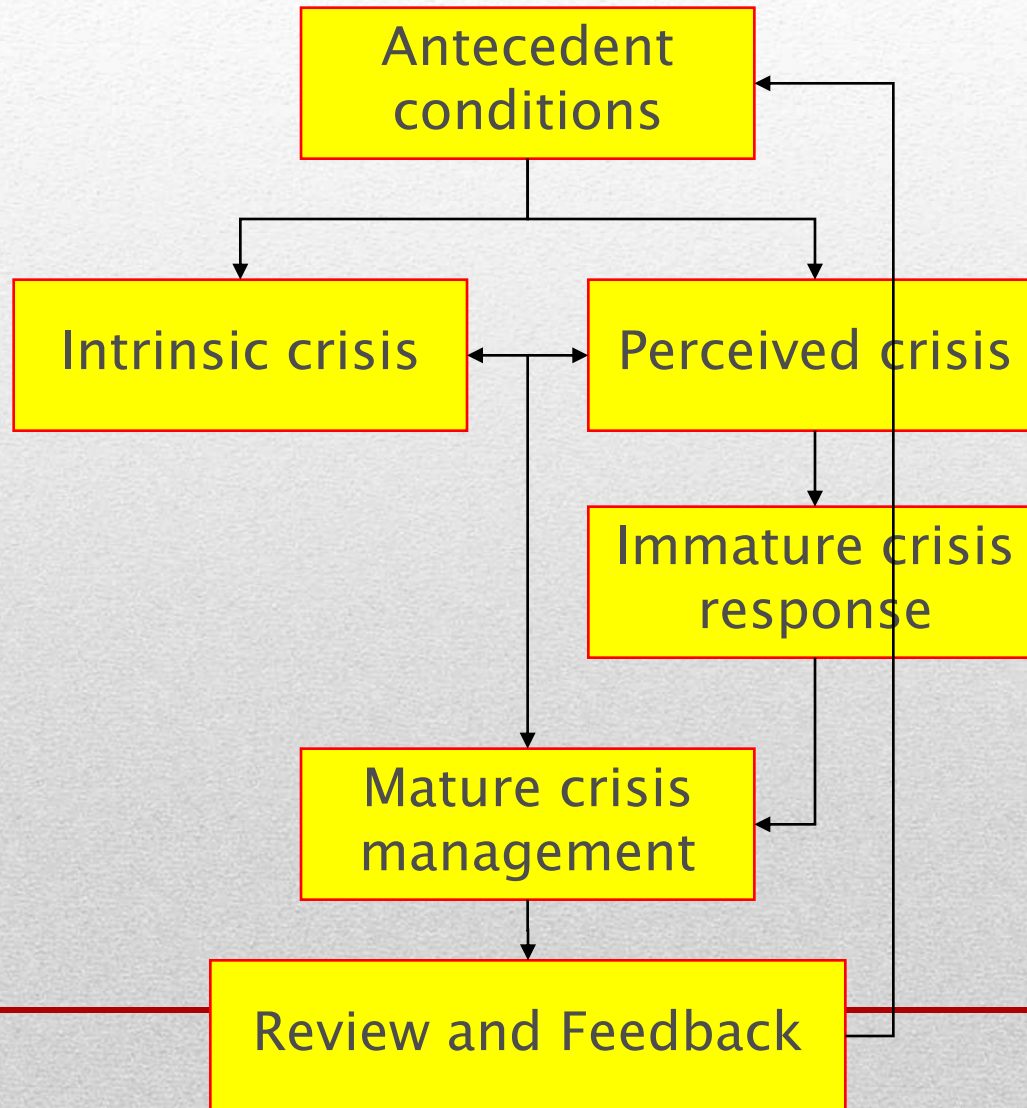
Model Smith

- Mitroff (1994):
 - (1) *Signal detection*, try to identify warning signs & arrange preventive strategic;
 - (2) *Probing & prevention*, actively search & reduce risk factors;
 - (3) *Damage containment*, crisi happens so the organization try to limit in order not go widely;
 - (4) *Recovery*, attempt to back to normal condition;
 - (5) *Learning*, organizasition & public learn any effort in CM & make it as learning model.

Model Mitroff

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Crisis Management Model Bruce Hugman (2004)



Perceived crisis:

- As seen by all individuals from particular viewpoints

Intrinsic crisis:

- Total situation as seen by neutral observer with all the facts
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Immature crisis response:

Instant and irrational (denial/shock/panic)

- Grasp (take hold) of intrinsic crisis
- Implementation of plans and procedures

Mature crisis management:

- Technical intelligence
- Emotional intelligence

Mature crisis management:

- Assessing success and failure
- Feeding learning into future planning

Review and feedback:

- Rachmat Kriyantono, Ph.D



Happy studying

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