**Crisis Communications: Identifying Your Team**

To be prepared for a potential communications crisis, planning is critical.

Start by identifying who among your chapter’s leadership should have a role in handling a communications crisis. This works best when the core team is small (3-5 members) and roles, responsibilities and the decision-making chain of command is clear.

This graphic is intended to provide an at-a-glance references for the team’s structure and hierarchy.

Support team:

Support team:

Support team:

Additional team member:

Additional team member:

Additional team member:

**Crisis Communications: Process for Assessment and Action**

1. Define parameters of the situation in question (create form for this)
2. Discuss with identified key decisionmakers
3. If the situation is determined to be a true communications crisis:
   1. Identify next steps, and who is responsible
   2. Consider: Is action wise at this stage? Is the situation likely to escalate or die down, if left alone?
   3. Alert appropriate team members and SMEs for awareness, with clarity around who is taking what actions, if any
4. If situation escalates or continues, revisit this cycle from the beginning to reassess and plan next steps, if appropriate.

**Is It a Communications Crisis?**

**Questions to Evaluate Magnitude**

**Gravity of Content**

* Size of the media outlet audience?
* Nature of the audience?
* Severity of claims related to coaching and/or ICF?

**Severity of Damage**

* Responses to the content (online comments/social media posts)?
* Other media interest/inquiries?

**Need for Additional Support**

* Potential for regulatory or “official” interest or follow-up?
* Evidence of wrong-doing or controversy?
* Individual or organizational injury or harm?
* Potential for legal action?

**Crisis Communications: Common Language**

**Coaching**

* ICF defines coaching as partnering with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential.
* According to the ICF 2016 Global Coaching Study, it is estimated that there are approximately 53,300 professional coach practitioners worldwide (bringing cumulative annual revenue $2.3 billion) as compared to 2,100 professional coaches in 1999.
* Overall, trend indicators point to a growing profession, also evidenced by ICF adding 2,000 new members a year.

**International Coach Federation**

* The International Coach Federation (ICF) is the world’s largest coaching organization. Founded in 1995, its core purpose is to advance the coaching profession.
* ICF is the leading global organization dedicated to advancing the coaching profession by setting high standards, providing independent certification and building a worldwide network of trained coaching professionals.
* ICF is the world’s largest organization of professionally trained coaches. The organization was initially geared toward North America, but now has members in more than 100 countries.

**Credentialing/Accreditation**

* Coaching is not regulated by any country or state, and coaches are not required to get training or credentials. Anyone can call themselves a “coach.”
* When a coach is credentialed, this signifies their commitment to meeting a set of standards for the coaching profession, including a commitment to integrity, an understanding and practice of coaching skills, and a dedication to clients.
* Credentials/accreditations are awarded to professional coaches who have met standards of education and experience requirements, and have demonstrated a thorough understanding and practice of the coaching competencies that set the standard in the industry.

**ICF Credentialing and Accreditation**

* ICF offers the only globally recognized, independent credentialing program for coach practitioners. ICF Credentials are awarded to professional coaches who have met stringent education and experience requirements and have demonstrated a thorough understanding of the coaching competencies that set the standard in the profession.
* Achieving credentials through ICF signifies a coach’s commitment to integrity, understanding and mastery of coaching skills, and dedication to clients.
* ICF also accredits programs that deliver coach-specific training. ICF-accredited training programs must complete a rigorous review process and demonstrate that their curriculum aligns with the ICF Core Competencies and Code of Ethics.