



Avoiding Crisis Management Plan Failures

By Merilee Kern, MBA

The COVID-19 pandemic has understandably spurred renewed conversation around hospitality, food, and beverage business crisis management. This pertains to how to better plan for and preempt unforeseen disruptions, as well as to aptly navigate through the mire when perilous challenges present—optimally emerging on the other side stronger than the business was before.

The problem with much of the current discourse—and be assured there’s an overabundance to be found—is that it largely regurgitates mindsets and methodologies that are underwhelming in today’s complex macro-economic climate, at best, and that have been rendered entirely antiquated given current conditions at worst. Novel challenges like coronavirus demand commensurately fresh ideation—most certainly that intend to help organizations large and small survive and succeed amid today’s brand of chaos.

With this in mind, Kiya Dowdy Frazier and Oscar Frazier, principals at the global crisis

management firm nDemand Consulting, offer three modern crisis management techniques that, while somewhat counterintuitive, are duly compelling and convincingly sensible. Affectionately known as the Mr. and Mrs. Smith of crisis management, team Frazier is revered for designing and implementing leading-edge techniques helping federal government agencies, heads of state, corporations, and entrepreneurial small businesses maneuver through, and beyond, menacing circumstances. This includes countering violent extremism (CVE) across seven countries within the continent of Africa.

Gaining trust isn’t enough

Gaining marketplace trust, building relationships, and even securing leads require radically different approaches in today’s post-pandemic world. People have grown weary of misinformation and contradictory statements from those in positions of authority and are perhaps more jaded and doubtful now than ever before. When there is a lack of understanding, or there are credibility concerns, fear and defensiveness take over as the default



operating system and individuals put their guard up. Here is a reframe: The ability to gain trust isn’t entirely futile, but rather it’s the method of connecting with people that requires change. The first step now begins with “me, too.” Far beyond trust, today’s

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Online
Main Sponsor(s): US Small Business Administration
Contact: Susan Mazza, 802-828-4422, susan.mazza@sba.gov
Fee: Free; registration required
The SBA Vermont District Office hosts a free weekly webinar from 11:30 am to 1:00 pm Tuesdays to discuss Paycheck Protection Program forgiveness and other changes. Webinar direct link (copy and paste link into browser address bar): https://teams.microsoft.com/join/19%3ameeting_OTQzYzZmYWQyZjYzRjNS00YzRiLThiZWQyYTEwY2RjN2Y0NTkw%40thread.v2/0?context=%7b%22Tid%22%3a%22c89fd8a-7f68-4667-aa15-41ebf2208961%22%2c%22Oid%22%3a%224ff22bc7-4d9b-44ab-bd09-65ff869dc840%22%7d To access the webinar by phone, call 1-202-765-1264 and enter the code 986 011 495#.

Free Federal Contracting Webinar
Tuesday, January 19, 2021, 10:30 am–12:00 pm
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Main Sponsor(s): US Small Business Administration
Contact: Carmen E. Gonzalez, 904-443-1924, carmen.gonzalez@sba.gov
Fee: Free; registration required
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Contact: Samantha Pevear, 508-453-9209, info.CentralMA@cweonline.org
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