Crisis Management Simplified: The CARES Framework

Step	Goal of This Step	Crisis 1: Negative Media Post Went Viral Due to Paralysis in Responding	Crisis 2: Postponed Decisions on Design Corrections Led to a Product Recall	Timeframe
1. Contain	*Take immediate actions to stop escalation and stabilize the situation. Prevent "the fire" from spreading and buy time for next steps.*	- Remove the post and restrict further social media access. - Issue a public holding statement.	- Stop production and isolate faulty products. - Notify internal teams and customers.	**Immediately (hours)**
2. Assess	*Evaluate the situation to understand impact, risks, and priorities. Provide a comprehensive understanding to inform next steps.*	- Evaluate damage to reputation and identify affected stakeholders. - Quantify legal risks.	- Assess safety risks of the design flaw. - Calculate financial and reputational impact.	**Urgently (days)**
3. Resolve	*Decide on the best course of action based on impact, feasibility, and alignment with organizational objectives.*	- Choose actions: apology, customer compensation, or policy enforcement. - Align decisions with PR and legal.	- Decide recall scope (full or partial) and timeline. - Focus on compliance and safety.	**Urgently (days)**
4. Execute	*Implement the chosen actions and validate their effectiveness. Build trust by acting decisively and effectively.*	- Deploy strategy and enforce updated social media policies. - Monitor responses.	- Execute the plan and communicate fixes. - Validate corrections before resuming production.	**Promptly (weeks)**
5. Sustain	*Monitor results, learn from the crisis, and ensure long-term resilience through improvements.*	- Monitor public sentiment and conduct lessons-learned sessions. - Launch trust-building initiatives.	- Monitor customer feedback and share product improvements. - Update internal processes to avoid recurrence.	**Ongoing (weeks/ months)**