

Abstract

No country, company or organization is immune to crisis. Being able to effectively respond in the event of a crisis is relevant to an organizations survival. Meticulously planned crisis communication strategies not only enable organizations to recover from the aftermath of a shock wave but also benefit from the analysis of the dangers and draw consequences for future actions. Corporations with efficient crisis communication teams are able to effectively communicate and respond in the event of a crisis. This paper sets out to analyze several team-related factors that may influence an organization's crisis communication response.