



# CAPLOR HORIZONS RIPPLE PAPERS

*...creating ripples of change*

## Ten Commandments for Crisis/Media Management

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*Learning differently*

*Thinking differently*

*Acting differently*

## Ten Commandments for Crisis/Media Management

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- 1 One Manager - identify in advance who speaks, (with a deputy), and who doesn't
- 2 Agree trigger mechanism - what/who sets the plan in operation
- 3 One spokesperson - preferably an organisational rather than leadership figure
- 4 Establish the facts as quickly as possible - issue ONE statement and add NOTHING  
(for example: *"these are serious allegations, they will be treated seriously by the independent investigative team we are appointing and all further evidence should be submitted to that investigation – including any allegations from the media"*)
- 5 Nobody else says anything - written copy of the statement for any door-stepping media
- 6 Boring repetition of the above
- 7 Nothing new - news organisations need NEW ingredients to maintain NEWS
- 8 No pre-judging outcomes - keep repeating the line, with no speculation
- 9 Keep senior personnel out of live interviews, as far as possible, until there is an outcome
- 10 When in doubt, MORE boring repetition .... and avoid anything NEW at all costs

## Caplor Horizons – Background

Established in 2014, Caplor Horizons is an independent charity. We work with other charities and responsible businesses and now have over 50 Advisors. These are outstanding people that bring specialist knowledge and experience. They contribute their time on a voluntary basis, or at reduced rates, so that Caplor Horizons can provide high quality and distinctive services at an accessible cost.

Working locally, nationally and internationally, we help other organisations think differently about themselves and the new horizons that they face. We support them in strengthening their leadership, renewing their strategy and improving their influence.

We want to encourage and assist a new generation of organisations that are committed to making a positive and lasting impact. We believe that if we are to achieve real, sustainable change, we need to inspire and enable people to learn differently, think differently and act differently.

**Our vision is:** *A world where leaders deliver a sustainable future for all*

**Our purpose is:** *To be courageous, compassionate and creative in facilitating transformational change*

**Our values are:**

- **Courage** – We are courageous change makers committed to challenging assumptions, taking risks and having difficult conversations
- **Compassion** – We are open, understanding and heartfelt, encouraging the nourishment of our whole selves and others
- **Creativity** – We learn, think and act differently, and are innovative and resilient in an ever-changing world

**Our beliefs are:**

- Through diversity we ignite dynamic innovation
- Collaboration helps achieve greater impact
- Everyone matters
- We are all leaders in our individual and collective ways – we are all change makers!
- Learning is more effective if it is fun, engaging and creative
- Building on people's strengths creates greater resilience

**Our strategic goals:**

- Goal 1: Transforming Leadership
- Goal 2: Strengthening Resilience
- Goal 3: Increasing Collaboration

Learning differently  
Thinking differently  
Acting differently

