

1	Has your communication team rehearsed its response to a crisis in the last 12 months?	<input type="radio"/>	Yes	<input type="radio"/>	No
2	Would your CEO/MD thank a colleague for alerting them to bad news?	<input type="radio"/>	Yes	<input type="radio"/>	No
3	Could you double your media handling capacity within 4 hours if a crisis happened now?	<input type="radio"/>	Yes	<input type="radio"/>	No
4	Has your senior management team scenario planned your response to key risks?	<input type="radio"/>	Yes	<input type="radio"/>	No
5	Have all crisis management team members across your organization been briefed on your crisis management plan?	<input type="radio"/>	Yes	<input type="radio"/>	No
6	Have you run a crisis simulation/exercise in the last 12 months?	<input type="radio"/>	Yes	<input type="radio"/>	No
7	Do you have a crisis management plan?	<input type="radio"/>	Yes	<input type="radio"/>	No
8	Is your organization one of the most admired in its sector?	<input type="radio"/>	Yes	<input type="radio"/>	No
9	Have you ever benchmarked your crisis management plan against peers or best practice guidelines?	<input type="radio"/>	Yes	<input type="radio"/>	No
10	Do you have up to date contact details for all potential crisis management team members to hand?	<input type="radio"/>	Yes	<input type="radio"/>	No
11	Could you access your crisis management plan right now?	<input type="radio"/>	Yes	<input type="radio"/>	No
12	Could a major crisis hit your organization in the next 12 months?	<input type="radio"/>	Yes	<input type="radio"/>	No
13	Do you know where/how you would meet if your office base was inaccessible?	<input type="radio"/>	Yes	<input type="radio"/>	No
14	Could you get a message to your stakeholders via social media within 30 minutes if a crisis happened now?	<input type="radio"/>	Yes	<input type="radio"/>	No
15	If a crisis happened now could you set up and hold a first crisis team meeting within 60 minutes?	<input type="radio"/>	Yes	<input type="radio"/>	No

16	Do you know who you would call right now if you discovered your organization had been hit by a cyber-attack?	<input type="radio"/>	Yes	<input type="radio"/>	No
17	Do you use third parties to facilitate crisis exercises?	<input type="radio"/>	Yes	<input type="radio"/>	No
18	Does your organization accommodate maverick employees who may break the rules from time to time but deliver stellar results?	<input type="radio"/>	Yes	<input type="radio"/>	No
19	Do you plan to run crisis exercises in the next 12 months?	<input type="radio"/>	Yes	<input type="radio"/>	No
20	Has your organization identified the five most significant risks to its reputation?	<input type="radio"/>	Yes	<input type="radio"/>	No
21	In the event of a major incident does all staff know who to alert?	<input type="radio"/>	Yes	<input type="radio"/>	No
23	Is your organization less likely to suffer a crisis than peers in your sector?	<input type="radio"/>	Yes	<input type="radio"/>	No
24	Has your CEO/MD participated in crisis management training and/or exercises during the last 12 months?	<input type="radio"/>	Yes	<input type="radio"/>	No
25	Is rehearsing your response to a crisis more important than developing a comprehensive crisis management plan?	<input type="radio"/>	Yes	<input type="radio"/>	No
26	Does your crisis management plan focus primarily on physical incidents (e.g. fire, accidents, service outage)	<input type="radio"/>	Yes	<input type="radio"/>	No
27	Do some parts of your organization tend to keep bad news under wraps rather than escalate the issue?	<input type="radio"/>	Yes	<input type="radio"/>	No
28	Have front liners (receptionists, security staff, call center operators etc.) been trained on what to say in the event of a crisis?	<input type="radio"/>	Yes	<input type="radio"/>	No
29	Could you double your social media team resource within 4 hours if a crisis happened now?	<input type="radio"/>	Yes	<input type="radio"/>	No
30	Do you have up to date contact details for all the people whose help you might need in a crisis (lawyers, PR agency, contact center etc.)	<input type="radio"/>	Yes	<input type="radio"/>	No

31	Are your legal advisors more influential than your communication advisors when it comes to crisis management?	<input type="radio"/>	Yes	<input type="radio"/>	No
32	Have your spokespeople received media training in the last 12 months?	<input type="radio"/>	Yes	<input type="radio"/>	No
33	Do your leaders take it personally when people criticize your organization?	<input type="radio"/>	Yes	<input type="radio"/>	No
34	Could you get a message to all staff within 60 minutes if a crisis happened now?	<input type="radio"/>	Yes	<input type="radio"/>	No
35	Could you get an approved statement on to your website within 1 hour if a crisis happened now?	<input type="radio"/>	Yes	<input type="radio"/>	No
36	Do you plan to develop, review or update your crisis management plan in the next 12 months?	<input type="radio"/>	Yes	<input type="radio"/>	No
37	Do you have a cyber-incident response plan?	<input type="radio"/>	Yes	<input type="radio"/>	No
38	Are your people primarily incentivized based on hard numeric targets such as sales, production figures and cost reduction?	<input type="radio"/>	Yes	<input type="radio"/>	No
39	Is someone in your organization accountable for maintaining and updating your crisis management plan?	<input type="radio"/>	Yes	<input type="radio"/>	No
40	Could your organization suffer a major issue related to ethics, corporate behavior or inappropriate behavior by managers?	<input type="radio"/>	Yes	<input type="radio"/>	No
41	Are you likely to handle a crisis better than your peers?	<input type="radio"/>	Yes	<input type="radio"/>	No
42	Is head office responsible for all decision-making in a major crisis?	<input type="radio"/>	Yes	<input type="radio"/>	No
43	Have you rehearsed your response to a cyber-incident?	<input type="radio"/>	Yes	<input type="radio"/>	No
44	Do you have a crisis communication plan including template statements and social media content?	<input type="radio"/>	Yes	<input type="radio"/>	No
45	Does your management team like to gather all the facts before making a decision?	<input type="radio"/>	Yes	<input type="radio"/>	No