



MR. CRISIS

WHAT HAPPENS?

WHAT CAN WE DO?

WHO IS IN CHARGE?

CRISIS OF THE MODEL OF CRISIS IN A NEW COMMUNICATION WORLD

OLD FASHION	CRISIS CRITERIA	NEW TYPE
HOURS	TIME	SECONDS
LOCAL	COVERAGE	GLOBAL
WIDE, BUT FORESEEABLE CIRCLE	STAKEHOLDERS	NOT LIMITED
FIRST PERSON / MANAGERS	INFLUENCERS	NOT LIMITED
REGLAMENTS	ISSUE MANAGEMENT	CREATIVITY & TALENT

CRISIS OF THE MODEL OF CRISIS IN A NEW COMMUNICATION WORLD

TIME

OLD FASHION

HOURS

NEW TYPE

SECONDS

CRISIS OF THE MODEL OF CRISIS IN A NEW COMMUNICATION WORLD

COVERAGE

OLD FASHION

LOCAL

NEW TYPE

GLOBAL

CRISIS OF THE MODEL OF CRISIS IN A NEW COMMUNICATION WORLD

STAKEHOLDERS

OLD FASHION

WIDE, YET
FORESEEABLE
CIRCLE

NEW TYPE

NOT LIMITED

CRISIS OF THE MODEL OF CRISIS IN A NEW COMMUNICATION WORLD

INFLUENCERS

OLD FASHION

FIRST PERSON /
MANAGERS

NEW TYPE

NOT LIMITED

CRISIS OF THE MODEL OF CRISIS IN A NEW COMMUNICATION WORLD

ISSUE MANAGEMENT

OLD FASHION

REGLAMENTS

NEW TYPE

**CREATIVITY
& TALENT**

TWO MAIN TYPES OF CRISIS

WITH DEATH / WITHOUT DEATH



NOT WAR AS A RULE.
“NOT A ZERO SUM” GAME.

**STOP
WAR
and
MAKE
COMMUNICATIONS**



CRISIS AS AN OPPORTUNITY



CRISIS AS A CHANCE

- AWARENESS
- CHANGES
- MORE TRUSTED MEDIA RELATIONS
- DEVELOPMENT OF THE COMMUNICATION SKILLS OF LEADERS
- NEW STAKEHOLDERS
- DETECTION OF LUCK IN MANAGEMENT
- INVESTMENTS IN REPUTATIONAL ASSETS

THREE MAIN APPROACHES TO ISSUE MANAGEMENT

- TIME
- SPACE
- ATTITUDE

RESOLUTION OF THE CRISIS IN TIME



RESOLUTION OF THE CRISIS IN SPACE



RESOLUTION OF THE
CRISIS IN ATTITUDE

ATTITUDE

WHO IS IN CHARGE?



THANK YOU!



WORLD
COMMUNICATION
FORUM **IN DAVOS**

Yanina Dubeykovskaya

yana@forumdavos.com

www.forumdavos.com