What Next?
Are you post-Covid ready?

A Recovery Communication Readiness Assessment guide for those preparing for a move to recovery

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What is a Recovery Communication Readiness Assessment?

Moving from a state of crisis towards a recovery phase is problematic. The decision to move forward should only be taken if the time is right. If you move too quickly and too slowly it has the potential to negatively impact on confidence in the organisation which will then risk affecting the reputation.

The recovery phase of a crisis starts when you have dealt with the initial impact of the issue or incident and are moving forward to deal with the long-term aftermath of what has happened. Failing to consider and appropriately plan for the long term impact of the crisis can be costly both reputationally and financially.

Undertaking a readiness assessment will bring to light gaps in the approach and any contradictory positions relating to recovery.

This guide is a tool to help you assess how ready the business is for the move to communicating about the recovery elements and future of the business post-crisis.

It uses a range of questions that can be developed to assist leaders in understanding where they are and what further work may need to be carried out to move to recovery and communicate effectively.

Details are included for the first time in the questionnaire at the end of the guide.

Collecting data and information will directly inform your communication strategy and activities. It will assist in developing the steps on a roadmap to move into the recovery phase.

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Recovery Communication Readiness Assessment
Five Assessment Areas

The recovery communication readiness assessment provides a brief framework to start discussion about whether the time is right to move publicly into recovery after dealing with a crisis.

There are five key areas to consider:

- organisational capacity
- employee capability
- leadership
- resourcing
- business planning

If you need help to develop a Recovery Communication Plan or would like Recovery Communication Training contact Amanda Coleman on 07910 946627 or amanda@amandacolemancomms.co.uk

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Recovery Communication Readiness Assessment Areas

Capacity

Assess the framework that is in place to support the move to recovery within the organisation. Consider what systems and processes have been put in place and how long they may exist once the organisation starts to move out of the immediate crisis response phase. The plans for operation and administration of the business need to be in place to support the implementation of the next phase of the response.

Capability

Consider if the right skills and experiences are available to support the move into the recovery phase. Training may be required to ensure that the right skills are in place to implement the recovery communication plan.

Resources

Review the resources that are available to support the recovery communication plan and where additional resources can be accessed. It is important to remember that the recovery phase can require an increase in staffing. It may also require continuation or establishment of monitoring and evaluation systems to support the plan. This may include sentiment analysis tools or reputation trackers.

Leadership

Moving to recovery requires the support of the organisation's leadership to drive the required changes. Assess the level of interest and support in the recovery communication plan and the next phase of communication. Consider the governance process that is in place for the crisis as it moves into recovery.

Planning

Recovery requires scenario planning to have been undertaken to assess the readiness of the business to move forward. It should consider the expertise that is required and where it can be accessed by the organisation. A vision for the future, even in broad terms, should be in place to assist the recovery communication plan.

Questions can include:

- **Is there an organisational framework for the recovery?**
- **Is there a monitoring system in place to support communication activity?**
- **Is there a clear vision for the future and are employees aware of it?**

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How the assessment works

The recovery communication approach and method

For assistance in reviewing the crisis communication and developing a recovery communication plan contact 07910 946627

1 Data collection

Gather information about the crisis communication performance which can include debrief details, review information, analysis of media, social media analytics, stakeholder information,
public perception or other data and surveys

Gather details of the organisational performance, areas of risk, risk management plans, scenario planning, employee
feedback, financial and shareholder information, and other organisational data
and performance statistics

2 Data analysis

Identify the key areas where communication has worked well and where improvements need to be made within the activity undertaken to date

Detail what further information may be required to assist the Recovery Communication Readiness Assessment (remember the RCRA can be carried out multiple times or the RCRA performance tracker can be used)

Understand the key areas of work that are required for the business and the communication activity going forward

3 Plan review

Review the existing Crisis Communication Strategy and Plan, identify any gaps, and assess the links that it has with the organisational crisis plan

Consider the communication schedule and resourcing that has been in place

Assess the communication risk management plan associated with the crisis if one exists

4 Roadmap development

Use the RCRA matrix and information alongside the gathered information to develop a roadmap to create a Recovery Communication Plan

Identify where further information is required to move to the next phase of the Recovery Communication plan development and ensure timescales are in place

5 Implementation

Outline how the Recovery Communication plan will be integrated into the organisation's recovery plan and assessed going forward

Create a stakeholder management plan that ensures they are updated and aware of any changes and can support the Recovery Communication plan realisation.

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Bespoke Assessments

Get in touch to discuss how a bespoke Recovery Communication package can help you and the business move forward. This can include a Readiness Assessment, Recovery Communication training and development of a recovery communication plan.

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Recovery Communication Readiness Pre-Assessment Questions

Question	Answer
What stage is the response at? *Note: if there are many outstanding actions from the communication plan then you may be far from moving to recovery*	
Are people still coming forward to say they have been directly adversely affected by the crisis? *Note: if there are still new groups and individuals coming forward who have been affected then it is not the time to move to recovery*	
Is the crisis under control and not growing or expanding? *Note: if the crisis is stagnant and has levelled out it may be time to consider moving to the recovery phase*	
Is the business able to return to usual operational activity? *Note: if the daily work is resuming it may be time to move forward*	
Is the number of staff involved in the response being scaled back? *Note: if people are moving away from recovery to the daily work it may signal a time to move forward*	
Are people starting to think about the future rather than deal with the present? *Note: is organisational planning resuming within the usual governance structures*	
What is the public mood towards the issue or incident? *Note: understand the public appetite for moving forward from the crisis*	

Contact

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Get in touch to discuss your requirements and conducting a Recovery Communication Readiness Assessment.

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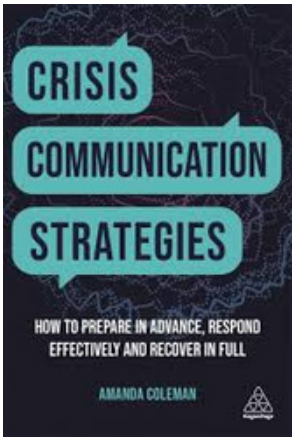

More crisis communication advice is available in **Crisis Communication Strategies**

https://www.koganpage.com/product/crisis-communication-strategies-9781789662900

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