



Humanitarian  
Leadership  
Academy

A quick guide to

# Crisis Management



# Leadership

**Strong, open, and capable leadership** is vital for effective crisis management, including the willingness (and ability) to listen to the different views of others.

# Understanding Crisis Drivers

The drivers of crises are multiple, varied, and complex, and can be driven by either internal or external factors or a combination of both.

It is not feasible to be prepared for all potential drivers, but it is good practice to have a **strong preparedness framework in place** that takes into the most likely drivers as relevant to the internal and external contexts of the organisation

An abstract background featuring a complex grid of dark lines and blocks in shades of orange, yellow, and brown, creating a sense of depth and structure.

# Crisis Preparation

It is very hard to gauge accurately when a crisis may occur, which is why **investing in crisis preparation** is so important. As the adage goes – fail to plan and you are likely to be planning to fail.

# Communication

**Communication during crisis** – both internally and externally is of vital importance. Poorly thought out and poorly managed communication during times of crisis can often have lasting **reputational damage**.



# Adaptability

Being **adaptive to changes** in the external context helps to build organisational agility and resilience. Failing to be flexible and adaptive is likely to be harmful to your organisation

# Learning and Improvement

Learning and improvement are fundamental aspects of good crisis management. Mistakes during moments of heightened crisis are almost always inevitable. It is therefore vital that organisations are **purposeful in terms of learning from these mistakes** to ensure that **necessary changes and improvements are made** that draw from the important lessons learned.





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