

# CRISIS TO CATALYST: STRATEGY CHECKLIST

*Turn uncertainty into momentum with this step-by-step strategic framework.*

## Assess the Situation Objectively

- ☐ Identify the root causes and scope of the crisis
- ☐ Separate controllable vs. uncontrollable factors
- ☐ Prioritize risks by **impact** and **urgency**

## Align Leadership Around Reality

- ☐ Facilitate an emergency leadership alignment session
- ☐ Define clear short-term success metrics
- ☐ Acknowledge emotional dynamics and team stress points

## Revisit Strategic Priorities

- ☐ Review your current strategic plan for relevance
- ☐ Identify what to **continue, pause, or pivot**
- ☐ Refocus on actions that drive near-term stability and long-term value

## Communicate with Radical Clarity

- ☐ Segment key stakeholders and define messaging for each
- ☐ Increase **frequency and transparency** of communication
- ☐ Align internal messaging with external brand tone and values

## Activate a Strategic Response Team

- ☐ Build a cross-functional "crisis SWAT team"
- ☐ Empower them with decision-making authority and real-time updates
- ☐ Set short, focused weekly sprints with clear accountability

## Stabilize, Then Adapt

- ☐ Define the minimum level of operational stability
- ☐ Use pilot programs or small-scale experiments to test pivots
- ☐ Track both **leading indicators** and traditional KPIs

## Capture Learnings & Build Resilience

- ☐ Conduct retrospective reviews after every crisis sprint
- ☐ Document lessons learned and embed them into SOPs
- ☐ Begin building a **crisis playbook** for future use

## BONUS: Use Strategy as a Signal

- Reinforce core values in every action you take
- Show stakeholders how you're not just surviving—but leading
- Use smart, decisive strategy to differentiate in your space

## Next Steps:

At Black Swan Strategy, we've helped founders, nonprofits, and executive teams not only survive chaos—but make bold moves that change their trajectory entirely. When the pressure mounts, most organizations freeze—or worse, chase every new opportunity to “fix it fast.” But strategic organizations use **frameworks, fast alignment, and focused communication** to drive through the fog.

- Share this checklist with your leadership team.
- Use it in your next offsite or team check-in.
- Want to work through it with an expert? Book a Discovery Call today.



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