CRISIS MANAGEMENT 101

COVID-19 has most certainly brought to the forefront the need for Crisis Management. However, it shouldn’t have taken a Pandemic for those of you in the wine industry to learn this all-important business skill. Let me share with you the three basic steps I believe are necessary for successful crisis management regardless of the industry or your circumstances.

**Step 1. MITIGATION:**
During the first phase of any crisis, you need to take a hard view of what you must do and what you can do without. Once you have made your list, you need to take quick action to mitigate any further damage to your enterprise and the employees who have consistently contributed the most significant amount of value in the past without regard for their gain.

**Step 2. INTELLIGENCE:**
During Phase two of handling the crisis, you need to gather as much information about the situation that has affected you and your business. Reach out to your colleagues, contacts, and other trusted advisors on whom you have relied. Do not be afraid to be open and solicit details regarding what they are experiencing currently or, in the past. You can learn a lot by just asking the question and then listen.

**Step 3. STRATEGY:**
Once you have completed phases 1 & 2, you are now ready for step 3. Armed with the information and knowledge you have; it is now the time to develop your new strategy with the eye on the ball. Do not get lulled into believing that it will ever be like it was. It won’t, regardless of the crisis. Your company has been scarred by this experience and needs new fresh forward-looking ideas, and tactics.

Perhaps, once you have traveled this road, those of you who survive will come out the other end of this tunnel stronger and more prepared to weather the next unforeseen hurricane just looking to blow your way.

*As I often have said; “Do not be afraid of the Dark.” Good Luck!*

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