

Pitfalls of IR Presentation

- Not structure and illogical
- Full of text and/or pictures
- Unclear messages
- Inconsistency – in terms of disclosed info, basis used, format, etc.
- Not testing
- Ignore feedback



**How to explain to investors
during crisis?**



Issue vs Crisis

Crisis Definition: A major, unpredictable event that has potentially negative results and its aftermath may significantly damage an organization and its employees, products, services, financial position, and reputation.

Basic Assumptions

Issues

- Issues can be identified earlier, more completely, and more reliably.
- Early anticipation widens range of option and permits organization to be able supply information to influential publics earlier.

Crises

- Occur abruptly.
- Cannot always be anticipated or forecast
- May not occur within an issue category

Outcomes of Crises

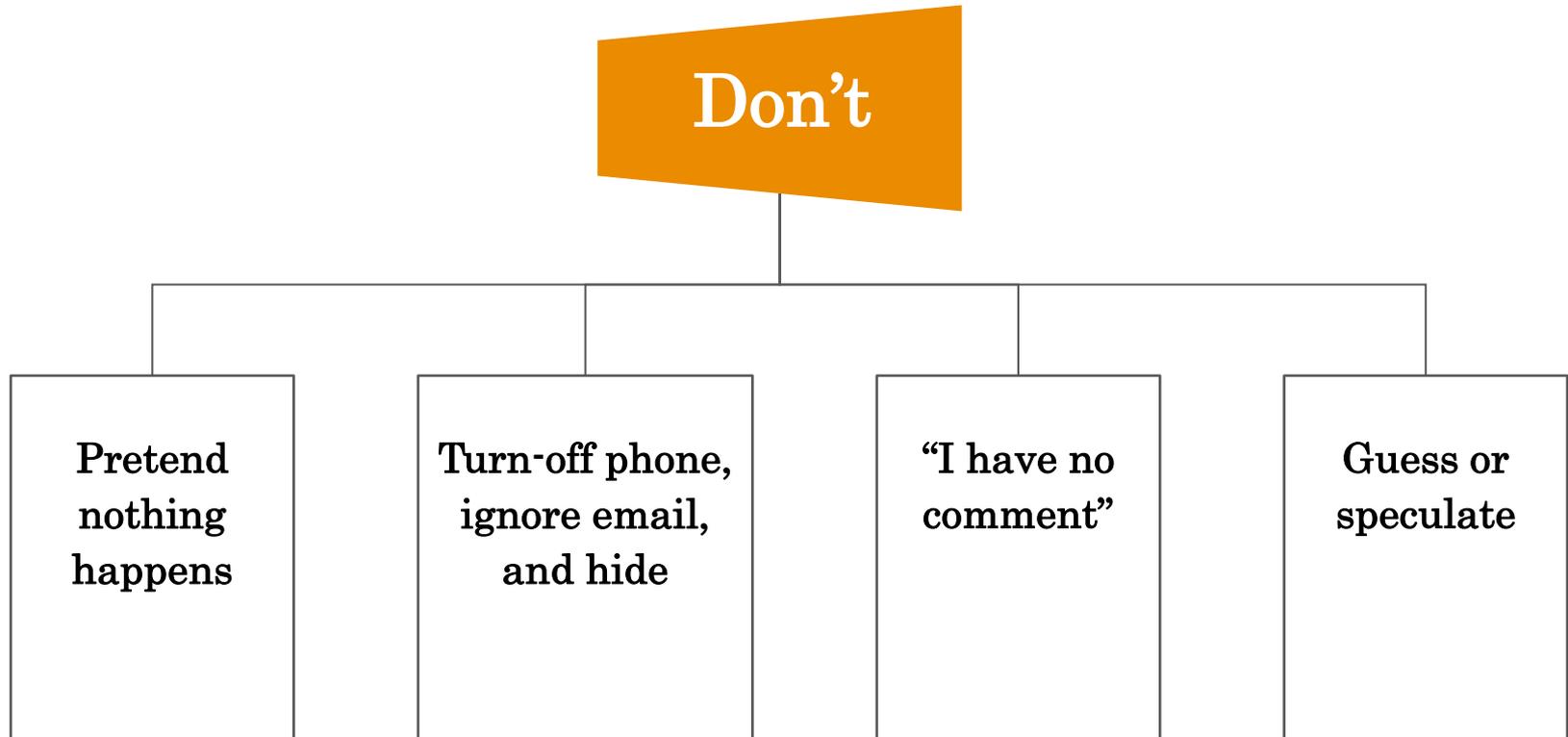
- Escalated in intensity
- Subjected to media and government scrutiny
- Interfered with normal business operations
- Damaged the companies bottom line
- Resulted in major power shifts

IR Priorities in a Crisis

1. Make sure you have all the facts and you understand them
2. Recognize the specific concerns of your audiences
3. Be truthful
4. Quantify and explain potential financial impact of the crisis
5. Prepare for all contingencies
6. Speak with one voice
7. Focus on the solution and the future



Crisis Management Communication – Don't List



“Tell it all, tell it fast, and tell the truth.”

Sandra K. Clawson Freeo