

Critical Communications Capability® Self-Assessment

Acceleres Corporation

Legend

Results Areas	Resource Areas	Phases
1BR = Brand and Reputation	5PE = People	1ST = Standing
2EH = Ecosystem Health	6PR = Process	2RE = Response
3LC = Legal and Compliance	7IN = Information	3AF = Aftermath
4FP = Financial Performance	8TE = Technology	

Instructions

You will need red, yellow, green and grey pencils or markers for this exercise (If you do not have them, mark your answers with ‘R’, ‘Y’, ‘G’, and ‘?’). For each indicator, ask:

-  Is it missing? If so, mark it grey.
-  If present and effective? Mark it green.
-  Is it degraded? Mark it yellow.
-  Is it critical or bad? Mark it red.

When answering for the situation response and aftermath indicators, use a specific, recent situation as a basis, and if doing as a group, make sure everyone uses the same reference case for their answers. As you answer, make notes of and be ready to share the ‘why’ of your ratings.

Area	Phase	Indicators (performance is effective when we have...)	Notes
1BR	1ST	☐ A clear/ compelling mission statement understood by employees and partners	
1BR	1ST	☐ A Comms staff expert at communicating on relevant social and media channels	
1BR	1ST	☐ A current assessment of media exposure should a compromise takes place	
1BR	1ST	☐ An open culture, with the public seeing us as trustworthy/open/accessible	
1BR	1ST	☐ Good relationships with financial and industry-specific analysts	
1BR	1ST	☐ Positive brand recognition among priority audiences	
1BR	1ST	☐ Positive posts/reputation with financial/industry-specific analysts, influencers	
1BR	1ST	☐ Strong/positive media coverage of our organization	
2EH	1ST	☐ A good word of mouth reputation in key sectors and audiences	
2EH	1ST	☐ A strong customer-oriented culture/grasp and act on customer's needs	
2EH	1ST	☐ Customers satisfied with the content and detail level of our communications	
2EH	1ST	☐ Favorable customer satisfaction scores (NPS) and verbatims	
2EH	1ST	☐ Ongoing extensive research on user needs with a feedback loop into services/products	
2EH	1ST	☐ Specific communications channels and contacts/relationships with priority customers	
2EH	1ST	☐ Strong channels for quick customer communication on issues/problems	
2EH	1ST	☐ Well-developed partner programs with incentives for growth, profit and success	
3LC	1ST	☐ A full understand our breach declaration obligations	
3LC	1ST	☐ A government affairs team with issues management skill leading corporate citizenship programs	
3LC	1ST	☐ A grasp of our legal and regulatory responsibilities in the event of a security situation	
3LC	1ST	☐ A strong grasp of laws/regulations and how they govern how we handle data	
3LC	1ST	☐ An understanding of our global/international responsibilities and legal obligations	
3LC	1ST	☐ Compliance programs in place where appropriate	
3LC	1ST	☐ Enough, ongoing legal oversight on product development/services	

Area	Phase	Indicators (performance is effective when we have...)	Notes
3LC	1ST	☐ Strong internal/external legal people who are involved in the security response planning	
3LC	1ST	☐ Strong ties/good collaboration among legal and comms/marketing teams	
4FP	1ST	☐ A good relationship status with the investor community/top stockholders	
4FP	1ST	☐ A good relationship with financial analysts	
4FP	1ST	☐ A low level of legal liability	
4FP	1ST	☐ A strong stock price	
4FP	1ST	☐ Positive leading growth indicators: cash flow, customer acquisition, profits and ROI	
5PE	1ST	☐ A Comms lead who brings broad security/comms landscape viewpoint	
5PE	1ST	☐ A C-suite that gives support/resources for practice exercises and resulting action items	
5PE	1ST	☐ A customer/business lead adept at crisis communication with customers	
5PE	1ST	☐ A customer/business lead who has/factors in contextual awareness (PESTLE)	
5PE	1ST	☐ A legal rep empowered to give guidance/support response planning	
5PE	1ST	☐ A set executive sponsor/decision-maker for initial consultation/notification	
5PE	1ST	☐ An IT lead and team with a genuine leadership/take charge, not wait and see posture	
5PE	1ST	☐ Clearly identified leads and “phone tree” for contact	
5PE	1ST	☐ Identified outside Comms agency/people for critical situation management	
5PE	1ST	☐ Reliable communications channels to premier customers	
5PE	1ST	☐ The right executives identified/connected for ongoing top customer outreach	
5PE	1ST	☐ Trained front-line managers to handle customer inquiries	
6PR	1ST	☐ A critical cybersecurity plan in place and “stress tested” on a regular basis	
6PR	1ST	☐ A customer outreach priority matrix for who makes the contact set up	
6PR	1ST	☐ An active comms presence in all preparation exercises	
6PR	1ST	☐ An internal update plan by audience aligned to partner/customer contractual requirements	

Area	Phase	Indicators (performance is effective when we have...)	Notes
6PR	1ST	☐ Customer outreach processes in solid state as part of practice/exercises	
6PR	1ST	☐ Effective social media monitoring process in place	
6PR	1ST	☐ Regular critical situation exercises conducted on an ongoing basis	
6PR	1ST	☐ Root cause analysis capability and practice in place	
6PR	1ST	☐ Strong channels/comms methods, and tailor different ones for different customers	
6PR	1ST	☐ Well-established connections exist with industry media and top security media	
7IN	1ST	☐ A grasp of our security clearance requirements for handling data in our environment	
7IN	1ST	☐ A plan and information flow chart/model accentuating collaboration	
7IN	1ST	☐ A PR measurement system we use to share feedback on communications effectiveness	
7IN	1ST	☐ Agreement on basic messaging approach for critical situations	
7IN	1ST	☐ Social media measurement/monitoring processes sharing info to the right executives/teams	
8TE	1ST	☐ Internal communications channels set up that are secure enough for the information conveyed	
8TE	1ST	☐ Open and tested channels to key audiences exist	
8TE	1ST	☐ Solid technology behind our products and services	
1BR	2RE	☐ Favorable media broadcast hits	
1BR	2RE	☐ Positive media tone/ message on traditional and broadcast media	
1BR	2RE	☐ Positive posts/reputation with financial and industry-specific analysts, influencers	
1BR	2RE	☐ Strong Sprinklr score/other indicators	
1BR	2RE	☐ Strong/positive media coverage of our organization	
1BR	2RE	☐ Successfully positioned ourselves with stakeholders as a victim versus perpetrator	
2EH	2RE	☐ Customers satisfied our communication align with our public statements/core messages	
2EH	2RE	☐ Favorable and supportive customer desk feedback responses	
2EH	2RE	☐ Good response, verbatims from customers on notification	

Area	Phase	Indicators (performance is effective when we have...)	Notes
2EH	2RE	☐ Our messaging underscores our commitment to customers privacy and security	
2EH	2RE	☐ Positive executive feedback on premier accounts	
2EH	2RE	☐ Protection of customer data is seen as the highest priority throughout the process	
2EH	2RE	☐ Supportive verbatims in social media	
3LC	2RE	☐ Met all applicable legal obligations, and follow all applicable regulations	
3LC	2RE	☐ Ongoing legal collaboration and oversight with product and services teams	
3LC	2RE	☐ Our actions leading up to and through situation is limit legal liability	
3LC	2RE	☐ Positive law enforcement relationships	
3LC	2RE	☐ We communicate with key government officials including notification and follow up	
4FP	2RE	☐ Low or no loss of customers/government fine/legal hit	
4FP	2RE	☐ Low/no/positive impact on stock price from the situation	
4FP	2RE	☐ No or low financial liability/loss of customers/government fines/legal hits	
4FP	2RE	☐ Steady or increasing revenue	
5PE	2RE	☐ A clear designation of spokespeople to all internal/external stakeholders	
5PE	2RE	☐ An assigned IT rep/lead as internal/external spokesperson for special case and audiences	
5PE	2RE	☐ Consistent, thoughtful exec comms with internal audiences building a culture of trust	
5PE	2RE	☐ Effective executive spokespeople with media and influencers	
5PE	2RE	☐ Have a legal rep empowered to provide guidance throughout process	
5PE	2RE	☐ People making decisions/executing plans during the situation that have the right skills	
5PE	2RE	☐ Quick and decisive decisions from executives during moments of truth	
5PE	2RE	☐ The right people given the right assignments	
5PE	2RE	☐ Those executing key functions throughout feeling supported and empowered	
5PE	2RE	☐ Trust among people conducting the outreach to each group	

Area	Phase	Indicators (performance is effective when we have...)	Notes
6PR	2RE	☐ A comprehensive and effective statement dissemination process	
6PR	2RE	☐ A quick/timely response review and decision cycle	
6PR	2RE	☐ An active Comms presence in all situation-related decisions	
6PR	2RE	☐ Consistent/thoughtful exec Comms with internal audiences, building a culture of trust	
6PR	2RE	☐ Processes in ‘muscle memory’/‘how we do things here’, not just documented/assigned	
6PR	2RE	☐ Regular/consistent updates channels in place to communicate crisis developments	
6PR	2RE	☐ Understood/recognized the importance and priority of each group and each role	
7IN	2RE	☐ All relevant facts and perceptions are easily accessible	
7IN	2RE	☐ Created/communicated strong holding/initial statements reflecting our core messages	
7IN	2RE	☐ Created/communicated strong, clear, consistent messages assertively adhered to the facts	
7IN	2RE	☐ Made public statements that reflect the facts of the case and do not contradict reality	
7IN	2RE	☐ Made social media communications that are aligned with our broader messages	
7IN	2RE	☐ No leaks/unauthorized internal comments on social/traditional media	
7IN	2RE	☐ Ongoing monitoring data shared to adjust positioning as needed	
7IN	2RE	☐ Provided effective internal guidance for employees on incident response and reactions	
7IN	2RE	☐ Successfully positioned our overall perception as a victim not perpetrator of the situation	
7IN	2RE	☐ Track opinion on how the situation is understood among stakeholders	
7IN	2RE	☐ Understand when to go public	
8TE	2RE	☐ Internal, partner, employee and broader public communications channels working well	
8TE	2RE	☐ Solid technology behind our products and services	
8TE	2RE	☐ The instrumentation/telemetry to know/share situation-related product/service information	
8TE	2RE	☐ The right communications tools and channels stood up	
1BR	3AF	☐ Positive notes/posts/reputation with financial/ industry-specific analyst and influencers	

Area	Phase	Indicators (performance is effective when we have...)	Notes
1BR	3AF	☐ Publicly implemented clear steps based on our situation learnings	
1BR	3AF	☐ Shared situation learnings with key influencers	
1BR	3AF	☐ Strong/positive media coverage of our organization	
2EH	3AF	☐ A strong Net Promoter Score	
2EH	3AF	☐ Credible follow up that strengthens our long-term business/customer relationships	
2EH	3AF	☐ Put measures, programs and steps in place to build back customer loyalty	
3LC	3AF	☐ Compliance with applicable laws/regulations in applicable jurisdictions worldwide	
3LC	3AF	☐ Government affairs team follow up cementing local/federal/international government relations	
3LC	3AF	☐ Limited US and international regulatory scrutiny	
3LC	3AF	☐ Little or no real risk of class action lawsuits	
3LC	3AF	☐ Met all legal, governance, law enforcement obligations related to the situation	
3LC	3AF	☐ Positive law enforcement relationships	
4FP	3AF	☐ Low or not or positive impact on stock price	
4FP	3AF	☐ No or low costs of infrastructure improvements	
4FP	3AF	☐ No or low financial liability/loss of customers/government fines/legal hits	
4FP	3AF	☐ Steady or increasing revenue	
5PE	3AF	☐ A designated standing team to ensure consistency in the sharing of any additional facts	
5PE	3AF	☐ Conducted a thorough assessment of performance vs. plan (Comms/coord/collab)	
5PE	3AF	☐ Decision-makers conducting follow up who have the skills needed	
5PE	3AF	☐ Ongoing leadership, focus and support from C-Suite through the postmortem	
5PE	3AF	☐ Trust among people conducting the outreach to each group	
6PR	3AF	☐ A robust postmortem process that thoroughly analyzes causes/actions and decides next steps	
6PR	3AF	☐ Accountability and recognition throughout the postmortem process	

Area	Phase	Indicators (performance is effective when we have...)	Notes
6PR	3AF	☐ Addressed mid-/long-term issues that arise during situation in technology /Comms	
6PR	3AF	☐ An effective update of critical response plan based on learnings	
6PR	3AF	☐ Applied important learnings to our steady state “standing/ongoing” phase	
6PR	3AF	☐ Assessed communication credibility throughout situation and applied learnings to improve	
6PR	3AF	☐ Assessed performance vs. plan for Comms/coord/collab and applied learnings to improve	
6PR	3AF	☐ Clear follow through on all IT practices and processes	
6PR	3AF	☐ Communicated learnings and steps to appropriate audiences	
6PR	3AF	☐ Strong follow up with media/influencers, reinforcing our key results areas	
7IN	3AF	☐ Know and have communicated the facts of the situation	
7IN	3AF	☐ Recognize influencer (media and social) opinions on our situation response performance	
8TE	3AF	☐ Address mid- and long-term issues that arise during the situation (both tech and Comms)	
8TE	3AF	☐ Improved channel monitoring tools based on our experience/learnings	
8TE	3AF	☐ Improved communications/audience channels based on our experience/learnings	
8TE	3AF	☐ Improved our product/service instrumentation/telemetry based on our experience/learnings	