Corporate CommunicationBAJMC
Fourth Semester
UNIT 4

Ms. Priyanka Singh
Assistant Professor
BAJMC

**Unit IV: [Application of Corporate Communication]**

1. **Media Relations: Tools and Techniques, Media Monitoring and Research**
   **(Gate keeping research and output analysis)**

2. **Internal & External Communication: Concept and Tools**

3. **Guidelines and Ethics for Corporate Communication**

4. **Crisis Management: Concept and Case Studies (Infosys Crisis and Nestle Maggie)**

## Media Relations: Tools and Techniques, Media Monitoring and Research

**Media Relations involves working with media for the purpose of informing the public of an organization's mission, policies and practices in a positive, consistent and credible manner. It can also entail developing symbiotic relationships with media outlets, journalists, bloggers, and influencers to garner publicity for an organization. Typically, this means coordinating directly with the people responsible for producing the news and features in the mass media. The goal of media relations is to maximize positive coverage in the mass media without paying for it directly through advertising.**

Many people use the terms public relations and media relations interchangeably; however, as distinct concepts, "media relations" refers to the relationship that a company or organization develops with journalists, whereas "public relations" extends that relationship beyond the media to the general public. There is also integrated marketing that is related but not the same, integrated marketing attempts to unify all aspects of marketing communication. This can include advertising, sales promotion, public relations, direct marketing, and social media to create consistent, customer-focused messaging.

### Media Relations: Tools and Techniques, Media Monitoring and Research

- It is possible for communication between the media and the organization to be initiated by either side. However dealing with the media presents unique challenges in that the news media cannot be controlled they have ultimate control over whether stories pitched to them are of interest to their audiences. Because of this fact, ongoing relationships between an organization and the news media are vital. One way to ensure a positive working relationship with media personnel is to become deeply familiar with their "beats" and areas of interests. Media relations and public relations practitioners read magazines, journals, newspapers, and blogs to improve and relate to one's practice.
- Organizations often compile what is known as a media list, or a list of possible media outlets who may be interested in an organization's information. The media can consist of thousands of magazine publications, newspapers, and TV and radio stations. Therefore, when a "newsworthy" event occurs in an organization, a media list can assist in determining which media outlet may be the most interested in a particular story.

Bharati Vidyapeeth's Institute of Computer Applications and Management (BVICAM), New Delhi-63- Ms. Priyanka Singh, Assistant Professor

### Media Relations: Tools and Techniques, Media Monitoring and Research

Working with the media on behalf of an organization allows for awareness of the entity to be raised as well as the ability to create an impact with a chosen audience. It allows access to both large and small target audiences and helps in building public support and mobilizing public opinion for an organization. This is all done through a wide range of media and can be used to encourage two-way communication.

**Possible reasons an organization may reach out to the media are:**

- Launch of a new product/service
- Initiation of new factories/offices
- Financial results
- Organization sponsored events or awards
- Launch of organization promotional campaigns
- Recent disasters, strikes or organizational closures
- Awards/accolades for the company
- Visits from company dignitaries/celebrities
- Involvement in local/community activities
- Community engagement

Bharati Vidyapeeth's Institute of Computer Applications and Management (BVICAM), New Delhi-63- Ms. Priyanka Singh, Assistant Professor

### Media Relations: Tools & Technique

- There is a diverse range of techniques and tools can utilize to reach audiences through media and ensure that messages are on target, accurate, and effective. This portfolio includes media briefings, press conferences, press releases, briefing packs, websites, new media, press tours, and so forth. It is important to emphasize these points about developing and implementing such techniques:

**Various techniques and tools available**

- Briefing packs
- Pre-recorded audio and video material
- Press releases and press statements
- Websites
- Press conferences
- Media briefings
- Media tours
- Media Centre
- Interviews

Bharati Vidyapeeth's Institute of Computer Applications and Management (BVICAM), New Delhi-63- Ms. Priyanka Singh, Assistant Professor

## Media Relations: Tools & Technique

- **Briefing packs :** Preparing a package of basic information for the media can be an immense time saver, while simultaneously helping to ensure that media are informed and their reports are accurate. Journalists need to know a substantial amount of background information.
- The number of registered voters (per electoral district, if that applies), the names of the candidates, the offices being contested, the results last time, the number of broadcast slots and their timing, electoral legal framework, and so on. Journalists may need even more basic political, institutional, and demographic information. In addition, they will want to know what facilities and resources are at their disposal such as a Media Centre, regular briefings, press badges etc.
- **Pre-recorded audio and video material:** This means that staff not only stay informed of events and trends, but also pre-equip themselves with messaging for outreach. Preparing audio, video, and print material in advance is one way of ensuring that gets its own message across in exactly the way that it chooses. However pre-recorded audio and video material as well as print hand-outs that are media relations specific is also a way for a Media Relations Department to ensure that media receives accurate messages promptly.

## Media Relations: Tools & Technique

**Press releases and press statements:** Press releases/statements are essential tools of media relations. These easy to use documents allow media to run accurate and timely news. Some media organizations will publish or broadcast a press release/statement in its entirety, or publish large sections of it intact. There is a subtle difference between a press release and a press statement, although organizations often use the two terms interchangeably. A press release is generally used for new information such as an announcement or update. Press releases are also useful for conveying information such as statistical data, lists of candidates, or lists of polling sites Press releases/statements can be distributed by a variety of means: email, hand delivery, fax, post, or posting on the notice board of a Media Centre. They may often accompany press conferences as a way of ensuring that detailed information is recorded accurately.

**Websites & Social Media:** Website provides an efficient one-stop location for media, electorate and greater public alike. An website will have many different sections, one of which should be media relations (or PR). This is a place to post press releases/statements, pre-recorded audio and video material, news articles of relevance, contact information, invitations to press conference and briefings, election footage and so forth. By maintaining a website, a Media Relations Department can create, in effect, a

## Media Relations: Tools & Technique

**Press conferences** means of conveying more information than can be carried in a single press release. It is also a way providing a venue for all media to gather and ask news questions of an occasion. As such, press conferences are also good opportunity to place senior officials in the election administration before the public (in the form of the media) to explain the electoral process. Broadcasters like press conferences, of course, because a press release will only give them "white copy" that is, a story with no picture or sound. At a press conference, broadcasters will be able to record and film. It is useful to establish a clear timeframe for the conference (and to start promptly journalists have deadlines Sensitive and balanced chairing will create a trust between the media and the authority holding the press conference.

**Media briefings:** A media briefing is different than a press conference in that it usually just involved members of a Media Relations Department and members of the media. Media briefings are not normally meant for broadcasting. They are usually completely "Off the record", is an understanding between media and sources that direct quotes, source names, or identifying information cannot be provided in any media coverage. Media briefing are less an opportunity for "news" and more to ensure understand a concept, a ruling, a decision, or a process.

## Media Relations: Tools & Technique

**Media Tour:** It is an informal setting for members of media and staff to discuss confusing or complicated issues. With detailed briefings as with other info. for the media, invitations should be issued to all media, regardless of political persuasion or ownership. Media tours provide an excellent opportunity for media to witness processes and facilities first hand. Tours are similar to press conferences only in that they involve an assembly of a larger group of media at once. However, media tours need not be open to all media at once, as this could become unmanageable or would disrupt on-going processes at the locations of the tours. **Media tours can be of any facility or process that allows media to get an inside view of processes. This is good for transparency and it provides participants video or audio footage for their own broadcasts.** Ex: Operations centers (sometimes including packaging and shipping of sensitive materials), general facilities and offices, distribution of material, voting material (pre or post election) storage areas (where this does not pose a security risk but rather provides indication to the public of safe storage), Data collection centers.

**Media Centre:** A Media Centre is a media-friendly location for an EMB to conduct its engagement with media. This means that it has the necessary space, quiet or privacy, accessibility, and fittings for events such as press conferences, media briefings, individual interviews and so, forth. The practicability of having a Media Centre, and the facilities that are put into it, will depend entirely upon the resources available to the electoral authorities.

Bharati Vidyapeeth's Institute of Computer Applications and Management (BVICAM), New Delhi-63- Ms. Priyanka Singh, Assistant Professor

## Media Relations: Tools & Technique

There is no doubt that if the funding is available to provide such a Centre, then the quality of media coverage will improve. Gathering the media in a single Centre makes many of the basic functions of media management, press releases, press conferences, briefings, etc. A Media Centre should include some or all of the following: Internet connections, telephones and faxes;
• Computers for media use (and which are linked to a counting results service);
• Television monitor screens;
• Pool feeds for audio and video so that individual journalists do not have to struggle to place their microphones on the speaker's podium or jostle for limited camera space;
• Radio and television studios for conducting interviews.

**Interviews:** One-on-one interviews allow members of the media to have a more in-depth and focused discussion with media relations staff members or officials. If an interview is with a non-media relations staff member, it is best if it is still scheduled through the Media Relations Department. An interviewee may benefit from reviewing talking points to guide his or her answers, prior to participating in the interview and should be experience with talking with media.

Bharati Vidyapeeth's Institute of Computer Applications and Management (BVICAM), New Delhi-63- Ms. Priyanka Singh, Assistant Professor

## Internal & External Communication: Concept and Tools

**Internal Communication:** When a piece of information is transmitted within the organization, internal communication takes place. It is the lifeline of business that usually occurs between an employee and the employer or among employees.

Internal communication includes sharing of ideas, knowledge, information, and beliefs between the members of the company. It can either be formal or informal and is dependent upon the persons who are communicating. However, while communicating with the head of the company the language should be strictly formal. Some of the examples of common internal communication are company blogs, group meetings, inquiries of employees, staff communication, and so on.
Some of the importance of internal communications are listed below-

1. The easy attainment of goals.

2. Increased productivity.

3. Fast response.

4. Fast-decision making.

5. Reduction of day-to-day conflicts among employees.

Bharati Vidyapeeth's Institute of Computer Applications and Management (BVICAM), New Delhi-63- Ms. Priyanka Singh, Assistant Professor

## Internal & External Communication: Concept and Tools

**External Communication:** When a piece of information is transferred between two organizations, external communication takes place. It usually occurs between an entity and another person exterior to the company and this exterior person may be a dealer, a client, customer, government official, and so on. Another example of external communication is customer feedback. With the help of effective external communication, an organization can improve its image rather than investing a lot of time and money. Some of the examples of external communication may include response to the customers, advertisement of a business, press conference, brochures, feedbacks, print media, and so on.

Some of the importance of external communications are listed below-

1.Reaction of risks of mistakes.

2.Helps to promote the organization.

3.A favorable image of the organization is presented.

4.Helps in advertising the organization.

5.Easy communication about the information of products and services.

Bharati Vidyapeeth's Institute of Computer Applications and Management (BVICAM), New Delhi-63- Ms. Priyanka Singh, Assistant Professor

## Internal & External Communication: Concept and Tools



Differences between **Internal and External Communication**

| | Internal communication | External communication |
|---|---|---|
| Content | Focuses on sharing internal updates and employee-related information. | Focuses on marketing messages, public relations, customer support, and building brand reputation. |
| Objectives | Aims to inform, engage, and align employees towards organisational goals. | Aims to attract customers and build brand reputation. |
| Channels | Emails, intranets, and team meetings. | Websites, social media platforms, traditional media outlets, and other channels. |
| Confidentiality | Employees share sensitive information inside the company. | External communication shares public information. |
| Tone | Allows for using internal company jargon, abbreviations and phrases. | Gives general definitions and is easy to understand. |
| Focus | Should improve internal processes and promote employee engagement. | Focuses on promoting an organization's brand, values, products, and services. |
| Information duration | Tend to last longer. A company's culture and operations are shaped by internal communication, including disseminating crucial knowledge, policies, and procedures. | Often revolves around timely announcements, product launches, or events. |
| Communication frequency | An increased frequency of interactions within the organization characterises internal communication at a vibrant and dynamic pace. | Communication with external stakeholders is scheduled, targeting key moments and events. |
| Metrics used | Metrics such as employee surveys, feedback mechanisms, and team performance indicators might be used. | External communication welcomes feedback from external stakeholders. |
| Crisis Communication | Provides employees with clarity, assurance, and guidance. | Focuses on timely, transparent, and empathic communication. |

Bharati Vidyapeeth's Institute of Computer Applications and Management (BVICAM), New Delhi-63- Ms. Priyanka Singh, Assistant Professor

## Internal Communication: Tools

**1. Team Chat Apps**
Team chat apps are software platforms that enable real-time communication and collaboration among team members within an organization. These apps provide chat rooms or channels where team members can exchange messages, files, and multimedia content instantly.
Team chat apps enhance communication efficiency, streamline project coordination, and encourage the sharing of ideas and updates in a centralized and organized manner. They often offer features like threaded conversations, file sharing, integrations with other tools, and search functionality, making it easy for teams to stay connected and productive, whether they are working remotely or in the same office.

**2. Intranet Software**
Intranet software refers to a digital platform designed to create a private network within an organization, allowing employees to communicate, collaborate, and access information in a secure and centralized environment. Unlike the public internet, which is accessible to everyone, intranet software is accessible only to authorized users within the company.

Bharati Vidyapeeth's Institute of Computer Applications and Management (BVICAM), New Delhi-63- Ms. Priyanka Singh, Assistant Professor

## Internal & External Communication: Concept and Tools

3. **Email Clients:** An email client, also known as an email reader or mail user agent (MUA), is a software application that enables users to access, manage, and send email messages from their computer or device. Email clients provide a user-friendly interface for interacting with email services and servers. They allow users to organize their emails, create folders, and manage contacts and calendars.

4. **File Sharing and Document Management Systems:** File Sharing and Document Management Systems are essential tools for businesses to efficiently store, organize, and collaborate on digital files and documents. These systems provide a centralized platform where files can be securely stored, accessed, and shared among team members. Features often include version control, access permissions, metadata tagging, and search functionality, allowing for easy retrieval of information. Document workflows can be streamlined through automated approval processes and notifications.

5. **Employee Feedback & Survey Tools:** These tools are software solutions designed to gather insights and opinions from employees within an organization. Tools facilitate the creation, distribution, analysis of surveys, questionnaires, feedback forms to understand employee sentiment, engagement levels, and opinions on various workplace matters.

## Internal & External Communication: Concept and Tools

They enable HR departments and managers to collect valuable feedback anonymously, providing a safe space for employees to express their thoughts.

6. **Instant Messaging Platforms:** Instant Messaging Platforms are digital communication tools that enable real-time text-based conversations between individuals or groups. These platforms offer instant messaging services, allowing users to exchange messages, files, and multimedia content in a swift and efficient manner. Unlike traditional email, instant messaging platforms prioritize immediacy and facilitate quick back-and-forth interactions. They often include features like read receipts, typing indicators, and emojis to enhance communication.

7. **Internal Newsletters:** Communication tools used by organizations to disseminate relevant information, updates, and news to their employees. These newsletters are typically distributed on a regular basis, such as weekly or monthly, and serve as a curated source of important announcements, achievements, upcoming events, and other company-related content. Internal newsletters aim to keep employees informed about the latest developments within the organization, including new initiatives, policy changes, success stories, and employee spotlights.

## Internal & External Communication: Concept and Tools

8. **Intranet Software:** Intranet software refers to a digital platform designed to create a private network within an organization, allowing employees to communicate, collaborate, and access information in a secure and centralized environment. Unlike the public internet, which is accessible to everyone, intranet software is accessible only to authorized users within the company.

9. **Video Conferencing Tools:** Video conferencing tools are digital platforms that enable real-time audio and video communication between individuals or groups located in different geographical locations. These tools facilitate virtual face-to-face meetings, presentations, and discussions, mimicking the in-person experience despite the physical distance. Video conferencing tools often include features like screen sharing, chat functionality, recording options, and integration with calendars and other collaboration tools.

10. **Virtual whiteboards** are digital platforms that replicate the functionality of traditional whiteboards in an online setting. These tools enable teams to collaborate, brainstorm, and visually present ideas in a shared virtual space. Users can draw, write, add sticky notes, upload images, and create diagrams in real-time, making it easy to visualize concepts and collaborate on projects remotely. Virtual whiteboards offer features like unlimited canvas space, various drawing tools, templates, and the ability to save and share boards for future reference.

## Internal & External Communication: Concept and Tools

**11. Enterprise Social Media Platforms**

Enterprise social media platforms are digital spaces designed to facilitate communication, collaboration, and knowledge sharing within organizations. These platforms offer a secure and internalized version of popular social media features, such as news feeds, profiles, groups, and discussions. They provide employees with a virtual environment to connect, interact, and exchange ideas, enabling cross-departmental communication and fostering a sense of community within the workplace.

**12. Company forums**

Company forums are digital platforms designed to facilitate open and collaborative discussions among employees within an organization. These forums provide a virtual space for employees to ask questions, share ideas, offer insights, and engage in conversations related to work-related topics, projects, and initiatives. Company forums promote transparency, encourage knowledge-sharing, and foster a sense of community by allowing employees to interact with colleagues from different departments, locations, and hierarchical levels.

Bharati Vidyapeeth's Institute of Computer Applications and Management (BVICAM), New Delhi-63- Ms. Priyanka Singh, Assistant Professor

## Crisis Management: Concept and Case Studies
### (Infosys Crisis and Nestle Maggie)

**Ethical Pitfalls:** The words 'fake news' bombard news outlets today. It is now more important than ever for Public Relations Practitioners to provide honest, truthful, and accurate information to the media. It is equally important that journalists themselves authenticate information that they have been given. There is much pressure for a Public Relations Practitioner to embellish the truth for their client to make news appear better than it really is. PR Practitioners could help the communication process by providing more detail about specific news.

One way a PR Practitioner can avoid ethical issues is to be upfront with their clients and the media regarding any potential ethical issues. The pressure for a PR Practitioner can be great because of the need to work with multiple entities in order to produce their information. Having a basis for their personal and professional ethics will go a long way in helping a PR Practitioner. This basis should include considering the interests of themselves, the media, and the entity they are representing. Respect for those involved and social responsibility should also be an inherent part of ethics. Another approach to ethics is based on virtue. This includes learning from others, being prepared to take risks, and practicing complete honesty in their reporting

Bharati Vidyapeeth's Institute of Computer Applications and Management (BVICAM), New Delhi-63- Ms. Priyanka Singh, Assistant Professor

## Crisis Management: Concept and Case Studies

### What is Crisis Management?

Tragedy and accidents can never be predicted. These can shut industries down and ruin a business setup. In moments of crisis like these, management is essential for keeping the company together. Crisis management is a crucial component of a manager's job description. Any mishap or action that threatens the name, productivity and reputation of a company or its customers is called a crisis. Crisis management is the method of handling these accidents and mishaps of the company.

It is the responses taken by the enterprise to ensure the damage is minimal. Organizations can predict the different points of failure in their systems and prepare themselves for them. However, it is impossible to always avert all kinds of crises. Various tragedies in a company have different effects on its functioning and managers must deal with those particular instances effectively.

Bharati Vidyapeeth's Institute of Computer Applications and Management (BVICAM), New Delhi-63- Ms. Priyanka Singh, Assistant Professor

## Crisis Management and Risk Management

Both of these terms, crisis and risk management, are excessively used in different industries. A common misconception is that both of them are similar to each other. Though both of them deal with the company's tragedies, there is a stark difference between them. Therefore the terms should never be used interchangeably.

The difference between these two management activities is their time of occurrences. In crisis mgt, the company usually does the crisis handling after tragedy has struck the enterprise. It is an after-measure taken by the firm to keep the damage to a minimum or compensate for the losses.

Risk management is more of a prediction-based analysis. The company analyses its workings and tries to understand the points of failures. Managers and personnel are assigned to study the system and develop ways to reduce the risks of a crisis taking place. Healthy risk management plan, a firm can avoid mishaps for a long duration.

Strategy is to develop a robust risk management plan and anticipate the crisis. Create effective strategies for what should be done after the accident occurs.

## Crisis Management: Concept and Case Studies

### Types of Crisis

There are several different types of crises that can be faced by a firm. Analyzing the different scenarios has led to some of the companies' most frequently occurring mishaps. Few of them have been listed below:

**Natural Disasters**

These types of accidents come under 'acts of God' and occur naturally without any human intervention. Floods, earthquakes, tsunamis, storms, droughts or any other situation can affect a large geographical area and thereby jeopardize the company situated there.

From a managerial perspective, these are the hardest to predict and nullify. The crisis management teams must have a go-to guide on what to do if the company's resources are in jeopardy due to these natural disasters.

## Crisis Management: Concept and Case Studies

**Confrontational Crisis**

A single organization has different departments. In the case of any international business, they might even have different governments. The difference in opinions, ideologies and needs may lead to confrontations among these groups. The company must have plans to handle the scenario so that no sides are favoured and the situation is not allowed to escalate. Some of these crises include boycotts by unions, blockades, sit-ins, etc.

**Technological Crisis**

Technology is an integral part of every human's life. Still, the benefits of technology can sometimes be overshadowed by the disasters technology can cause if handled negatively. Crises like malware, spyware stealing the firm's data or data leaks can harm its growth. Managers must be fully aware of what happens in these situations and take significant steps to keep the damage minimum.

## Crisis Management: Concept and Case Studies

**Organizational Misdeeds**

Sometimes, a crisis can be caused by the wrong steps taken by a firm. The manager devising the crisis management strategy should know about all the decisions taken by the firm. They must ensure every company's action is legally and ethically correct to avoid any mishap in the future.

Bharati Vidyapeeth's Institute of Computer Applications and Management (BVICAM), New Delhi-63- Ms. Priyanka Singh, Assistant Professor

## Crisis Management: Concept and Case Studies

**Rumours**

When the competition among rival companies gets serious, some participants might try to win it by spreading rumours about the other companies. This starts destroying the reputation of the firm and thereby makes it suffer losses. The crisis management strategy must gather the proper certifications and other necessary proofs to show the public how baseless the rumours are as fast as possible.

**Workplace Violence**

Again in any single organization, there are tons of different employees working towards a common goal. There are times when these employees' views may not align with each other, and confrontations may lead to acts of violence.

The management must then handle the matters very sensitively; otherwise, things may further escalate, hampering its functioning.

Bharati Vidyapeeth's Institute of Computer Applications and Management (BVICAM), New Delhi-63- Ms. Priyanka Singh, Assistant Professor

## Crisis Management: Concept and Case Studies

**The following steps can help you limit potential damage in a crisis:**

1. **Anticipate:** The first step is to prepare. Be proactive and arrange an intensive brainstorming session to go through all the potential crises that could occur at your organisation. The simple rule of thumb is to accept Murphy's Law, "What can go wrong, will go wrong." However, not only are some situations preventable by simply modifying processes, but this assessment process should lead to the creation of a crisis response plan.

2. **Create a plan and test it:** The crisis response plan should be tailored for your organisation, and it should include both operational and communications components in a crisis, what will you do and what will you say? In order to ensure the messages contained in the crisis response plan are delivered effectively and with credibility, it needs to be tested. This is where crisis training and simulations come in, as well as media training for those who could be giving statements and interviews. Most importantly, taking these steps will help ensure you can carry out your response plan in a real-life situation, not just in theory.

Bharati Vidyapeeth's Institute of Computer Applications and Management (BVICAM), New Delhi-63- Ms. Priyanka Singh, Assistant Professor

## Crisis Management: Concept and Case Studies

3. **Identify your crisis communication team:** A small team of senior executives should be identified to serve as your organisation's crisis commu team. Ideally, the CEO will lead the team, with the firm's top public relations executive & legal counsel as his/her chief advisers. The size if the team depends on the needs of your business. Avoid getting caught out when a staff member, who does not know the whole story, gives a quote to the media or posts on their personal social media, because they didn't know what to do (or not to do). **Make sure a clear process is created and communicated to your staff, channels can include newsletters, employee handbooks and intranet.**

4. **Establish notification and monitoring systems:** Knowing what's being said about you in traditional and social media, by your employees, customers, and other stakeholders often allows you to catch a negative "trend" that, if unchecked, could turn into a crisis. Likewise, **monitoring feedback from stakeholders during a crisis situation allows you to accurately adapt your strategy and tactics.** Furthermore, your organisation should have the means to reach the internal and external stakeholders as soon as possible.

Bharati Vidyapeeth's Institute of Computer Applications and Management (BVICAM), New Delhi-63- Ms. Priyanka Singh, Assistant Professor

## Crisis Management: Concept and Case Studies

5. **Communicate, communicate, communicate:** The first rule of crisis management is to communicate. Early hours are critical and they set the tone for the duration of the crisis. Be as open as possible; tell what you know and when you became aware of it; explain who is involved and what is being done to fix the situation. Be sure to correct misinformation promptly when it emerges. Remaining silent or appearing removed could enrage the public and other stakeholders.

6. **The death of the super injunction :** While crisis experts assert that the legal route is still a valid approach to take, from a reputational point of view, it can sometimes do more harm. Taking legal action can be required at times, but be warned it can cause reputational issues if it looks like you have something to hide or if it looks like you're being greedy. Also, be aware that the legal route takes time. Time is not on your side in a crisis.

Bharati Vidyapeeth's Institute of Computer Applications and Management (BVICAM), New Delhi-63- Ms. Priyanka Singh, Assistant Professor

## Crisis Management: Concept and Case Studies

7. **Post-crisis analysis**

After a crisis, formal analysis of what was done well, what could be done better next time and how to improve various elements of your crisis response plan. This is another must-do activity for any crisis communications team. **As the crisis comes under control, a company should examine how effective their plan was during the crisis and the impact the incident has had on its employees, brand(s) and reputation.** If any of those three have taken a hit, a company may need take steps to address them.

Bharati Vidyapeeth's Institute of Computer Applications and Management (BVICAM), New Delhi-63- Ms. Priyanka Singh, Assistant Professor

## Crisis Management: Concept and Case Studies

**What Is Ethical Communication?**

Simply put, ethical communication refers to communicating in a manner that is clear, concise, truthful, and responsible. But in a profession that does not have an explicit set of guidelines, it can be challenging to discern right from wrong.

Be that as it may, just as the medical industry has its regulations and ethical standards to adhere to, communication professionals should observe an unwritten code of ethical conduct that acts as the backbone of our communications strategy and a key virtue of professionalism.

We should always strive to achieve both effective communication and ethical communication who says there is no way to balance both?
Let's explore four key ethical principles that every communications professional should bear in mind.

Bharati Vidyapeeth's Institute of Computer Applications and Management (BVICAM), New Delhi-63- Ms. Priyanka Singh, Assistant Professor

## Crisis Management: Concept and Case Studies

## Putting an End to the Ethical Dilemma in Communications

Ethics should be the cornerstone of every organization's communication strategy. We know this to be true, but what does it mean to communicate ethically? Because the topic of communication ethics is not typically discussed as often as it should, this frequently results in uncertainty on the part of communication professionals.

Effective ethical communication is foundational to the success of an organization's communication strategy. While communicating factually accurate messages honestly and transparently is central to ethical communication, it also extends far beyond that.

With that in mind, what would you change about the way you communicate?

Bharati Vidyapeeth's Institute of Computer Applications and Management (BVICAM), New Delhi-63- Ms. Priyanka Singh, Assistant Professor

## Crisis Management: Concept and Case Studies

**Abstract Nestle's Maggi**

Nestle's 'Maggi brand noodles' the trusted and valuable food brand in India is the favourite among all the children in the country. It was considered as snacks in many households and a basic diet in many other homes. But in the recent past, the ban on Maggi has created a negative impact of Nestle. The favourite and most preferred instant food product of children, Maggi Noodles, got entangled in its ethical issues of the ingredients being used. The corporate social responsibility of Nestle India was tremendously cross-questioned with its after-test results, by food regulatory authorities. The case study is an effort to explore the various issues, possibilities, and opportunities for Maggi. The study focuses on need and scope brand image and brand repositioning, brand extension, etc.

Bharati Vidyapeeth's Institute of Computer Applications and Management (BVICAM), New Delhi-63- Ms. Priyanka Singh, Assistant Professor

## Crisis Management: Concept and Case Studies

**Infosys Case Study**

This case is about a flagship Indian IT organization, Infosys, which experienced a large dose of turmoil on 18th August 2017. Vishal Sikka, the Managing Director (MD) and Chief Executive Officer (CEO) of Infosys had resigned, citing 'continuous distractions' as the reason. Thus, leaving the organization and creating a shockwave among all the stakeholders, at the time when Indian IT industry was facing the brunt of protectionist policies in the US. Infosys was considered to be a very professional and progressive organization. Vishal Sikka's departure created a question mark regarding the future direction for the organization. The resignation of Vishal Sikka raised some questions. The objective of the case is to understand the succession issues within Infosys. The focus is to illustrate the importance of succession management within bigger organizations, identifying and preparing in-house talent for bigger leadership roles and the contribution of the board and top leadership to it. The case also investigates the reason(s) as to why it is difficult for the founders to handover the baton to someone else.

Bharati Vidyapeeth's Institute of Computer Applications and Management (BVICAM), New Delhi-63- Ms. Priyanka Singh, Assistant Professor

Case Study Infosys.pdf

Case_Study_Maggi.pdf

Bharati Vidyapeeth's Institute of Computer Applications and Management (BVICAM), New Delhi-63- Ms. Priyanka Singh, Assistant Professor