Enhancing your Communication Capabilities

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Enhancing your communication capabilities in peacetime helps your company to better recover from an attack. It allows for better coordination and flow of information with your staff and stakeholders, so you can act swiftly and decisively during times of crisis. It will also reduce any negative impact of a crisis.

Create and regularly update a directory of employee and next-of-kin contact details

You should also ensure that relevant staff can easily access the directory during a crisis. This will allow you to communicate important messages to employees during crises and contact the next-of-kin should any of your employees be affected.

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Create group-based communication channels e.g. WhatsApp Group

Such channels are critical in supporting the company's response. Companies can use these channels to provide timely updates to a wide population on the current situation, and facilitate communication such as to coordinate response or receive feedback.

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Establish authoritative source of company information in peacetime e.g. company website/ designated personnel

The source should be regularly updated so that employees are able to find accurate and up-to-date information during a crisis. This will help to prevent the spread of rumours and reduce uncertainty among your employees.

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Identify and make a list of important external stakeholders i.e. key customers and suppliers

Having a ready-list of your company's customers and suppliers contact details can help for a quicker business recovery in the aftermath of a crisis. It is important to establish strong communication channels between your company and stakeholders, so as to project a trusting and reliable business relationship in the long run.

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