

TIPS FOR AVOIDING TROUBLE

- Be a good corporate citizen in good times as well as bad. If we maintain a good reputation with students, parents, and the community, we'll have their support during a crisis.
- Keep up relations with the media (actually Public Relations' job) and be open, candid and helpful as far as possible during routine business and they'll tend to be less aggressive during a crisis.
- Be highly ethical, trustworthy, and professional in your relations with staff, customers, students, parents, suppliers and others. When we have a crisis they will be inclined to help.
- Avoid technological/service breakdowns by keeping systems up-to-date and attack identified problems quickly.
- Be alert to signals of impending crises and don't ignore problems! Confront and resolve them before they escalate into actual crises.
- Have a succession plan for all key positions in your department – someone should be ready to step into those positions when a crisis strikes and one or more key persons are not available!
- DON'T CUT CORNERS WHEN IT COMES TO ETHICAL AND LEGAL REQUIREMENTS.