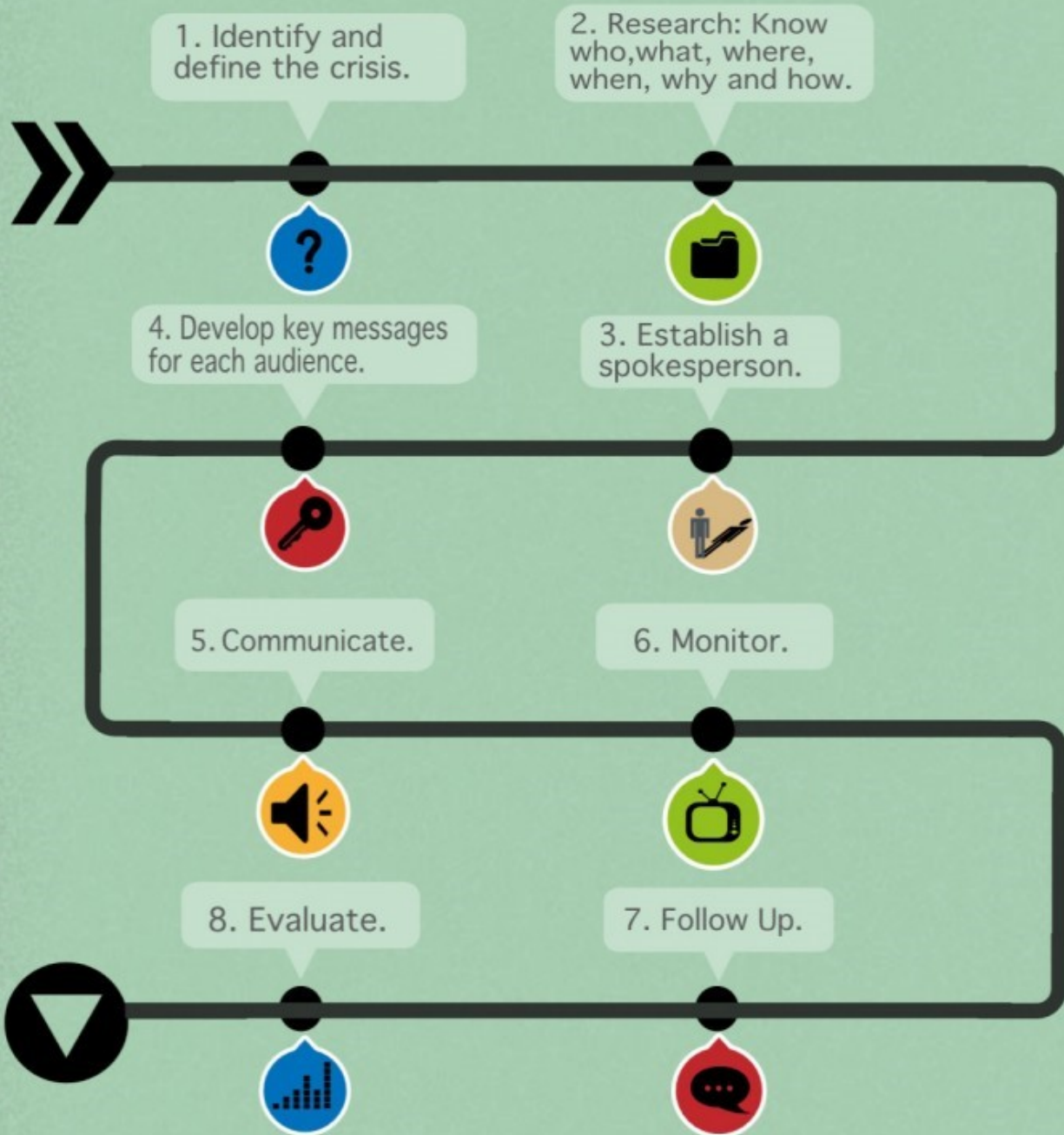


Communicating During A Crisis

Tell the truth. Tell it quickly. Tell it often.



While every crisis situation is different and requires a unique and tailored approach, it is essential to have a plan in place to ensure strategies are implemented in a timely and effective manner.