MARGARET STANDING

CRISIS COMMUNICATIONS ADVISOR



CRISIS COMMUNICATIONS CAPABILITIES

The strongest crisis response starts with your values.
Anyone can react quickly. Few respond in a way that strengthens trust. I help organizations manage high-stakes situations with a values-based approach, turning moments of risk into opportunities to reinforce credibility and connection.
I've supported organizations through a wide range of crisis situations, from nationally reported reputational events and customer health incidents to product recalls, activist pressure campaigns, and large-scale data breaches. In these moments, I guide leaders through fast-moving, high-pressure environments with clear, aligned, and values-driven communications.

Capabilities

Crisis Readiness
- Risk assessment and scenario planning
- Crisis communications playbooks with defined roles and responsibilities
- Response checklists for the first hours and days
- Pre-approved messaging frameworks and templates
- Media and spokesperson training

Real-Time Response
- Rapid message development
- Internal and external communications alignment
- Media relations and statement management
- Social and media monitoring with real-time response recommendations

Reputation Recovery:
- Stakeholder communication strategies
- Narrative rebuilding and brand repositioning
- Post-crisis analysis and improvement planning

Signature Capability:
I design practical crisis communications playbooks that enable teams to act quickly and confidently under pressure.

Engagement Options

On-Call Crisis Support
Immediate, as-needed guidance during active situations
Crisis Readiness & Playbook Development
Proactive planning, risk assessment, and custom playbook creation
Executive & Team Advisory
Ongoing support for leadership teams navigating complex or sensitive issues
Project-Based Engagements
Defined-scope support for specific scenarios, training, or communications needs

What You Can Expect
- Calm, steady guidance when stakes are high
- Clear, actionable direction, no ambiguity
- Rapid response and real-time adjustments as situations evolve
- Values-driven messaging that protects trust and credibility

I bring a calm, experienced perspective to complex situations, helping leaders respond with confidence when it matters most.

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