

SANTASADŌ

Tom Compaijen - Ready for Every Crisis

The 7 Principles for Good Crisis Communication

COMMUNICATION | ORGANIZATIONS | STRATEGY



Sooner or later, every organization will face a crisis. But the true crisis for your organization is not what happens but how you react. The wrong response to a fire, hack, #metoo situation, or terrorist threat can endanger lives, cost you thousands to millions, and seriously damage the trust in your organization. Wouldn't it be great if you knew exactly how to react when you are caught in a crisis?

In *Ready for Every Crisis*, crisis communication expert Tom Compaijen offers a proven formula for great crisis communication in seven principles. Emerge stronger from any crisis, not by doing what is best for yourself, but what is best for those affected by the crisis. The book shows how some organizations fail to say the right words in a crisis and some do this naturally, how to regain trust in your organization even when big mistakes have been made, and how

your brains functions in crisis situations, enabling you to better understand and remember the lessons learned.

Tom Compaijen has over fifteen years of experience in crisis communication, crisis management, and media training. He was a member of over twenty crisis teams. Tom helps ministries, interdisciplinary safety teams, companies, police, and hospitals preparing for crises. Ensuring that they can make the right decisions in the heat of the moment.

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ABOUT THE AUTHOR



Tom Compaijen has years of experience in dealing with crises. He worked as a Crisis Coordinator for the Dutch ministry of Health and as a Crisis Communication Advisor for the City of Amsterdam. He was a member of various crisis teams, assembled for terroristic threats, major power cuts, IT failure, data breaches, the COVID pandemic, the MH17 airplane crash, major fires, the evacuation of the VU medical center hospital, and the visit of former President Obama to Amsterdam.

He advises and coaches organizations on crisis communication and crisis management: the Dutch ministry of Infrastructure and Water Management, the City of Rotterdam, UNESCO, the Dutch National Police, the Dutch Military, hospitals, Dutch Railways, Liander Utilities, RAI Amsterdam Convention Centre, Mauritshuis Art Museum, and ID&T Dance Festivals. Tom hosts a crisis podcast, shares crisis vlogs, and leads a crisis communication consultancy company.

He has done crisis training sessions in Washington dc, Brussels, and Sharjah in the United Arab Emirates. Tom is a media expert on crisis communication. He graduated in Neuro Sciences and applies this knowledge in his coaching and consulting.

RECOMMENDATIONS

“Almost every crisis come unexpectedly, but that doesn’t mean that you cannot be prepared. So read this book and be prepared for every crisis.” — **Job Cohen**, former mayor of Amsterdam

“*Ready for Every Crisis* reads like a Yuval Noah Harari book.” — **Ingrid van Assouw**, speaker, expert by experience, and communication advisor at V&R

“Tom Compaijen has succeeded in writing a wonderful and accessible book that combines theory and practice.” — **Jan van Zanen**, mayor of The Hague, who personally dealt with a terrorist attack as the mayor of Utrecht in 2019

“Tom provides an essential source of expertise. His in-depth knowledge and experience in crisis management provided us with the valuable insights and practical tools to prepare for and handle potential calamities during events with thousands of visitors. We have been successful in applying his effective training in practice and thanks to Tom we are better prepared for every possible crisis.” — **Thomas Sal**, ID&T Events

“Tom Compaijen unveils the world behind the crisis. His tips, examples, and methods are crucial for effective crisis communication in today’s media and social media landscape.” — **Ewout de Bruijn**, former reporter for NOS Radio

“Worth reading and clear, Compaijen shows that the field of crisis communication is evolving and how you can apply it.” — **Frank Vergeer**, cofounder of InConnect, consultancy in ethical crisis communication

“Tom has distilled a ton of knowledge in an easy to read and fascinating book. Of all the valuable topics he discusses, one stands out: ‘If you don’t want to listen, you will feel the consequences’. This principle acts as a critical reminder that effective communication isn’t based on broadcasting what we think is important, but addressing the needs and worries of the public. This book is a valuable guide for crisis communication.” — **Philippe Borremans**, vice president of the International Association of Risk and Crisis Communication (IARCC)

“This book is an essential guide for every crisis communication professional and deserves a prime spot on your book shelf. It is a must-read for everyone that strives for crisis communication mastery in my opinion.” — **Sebastien Kraaijeveld**, crisis communication manager with Alliander Utilities

“Tom Compaijen’s book on crisis communication hits the bulls-eye. I recognize very well the importance of what a crisis means for the people involved from my own experiences. And the same applies to honesty and transparency. This book is a must for every board member who is facing a crisis.” — **Hans Vijlbrief**, Dutch secretary of state for mining

“In every crisis you need people who step forward with energy and handle the situation with knowledge. That is how I came to know Tom, as a professional with a vision who can cooperate, isn’t afraid to act, and learns from every crisis. Now he has compiled his knowledge in this valuable book.” — **Mirjam Otten**, director of communication for the Dutch Police force

“Tom Compaijen shows in countless recent examples and clear language what can go wrong with crisis communication and how it should be done. Practical advices and tips help the reader to handle crisis in the best way possible.” — **Sanneke Kuipers**, professor Crisis Governance at Leiden University

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Ready for every crisis

Acknowledgements

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