



Crisis Management

Vocabulary of crisis management

Information flow: It is the constant exchange of updates or information between parties.

Loss: An amount of money lost by a business or organization.

Contingency plan: A back up set of actions to be used immediately in case of a problem/emergency.

Damage limitation: Action that is taken to reduce the impact of a problem/situation.

Breaking crisis: An unstable or crucial time or state of affairs in which a decisive change is impending; especially: one with the distinct possibility of a highly undesirable outcome <a financial crisis>.

Bargaining: To negotiate the terms and conditions of a transaction.

Propagation: The act of increasing the number of something.

Fickle: Changing frequently.

Speculating: To make predictions about the future which involve a calculation on risk.

Reassurance: Something that is said or done to make someone feel less afraid, upset or doubtful.

Conditionals

There are many different types of conditional sentences:

- **Zero conditional**
If you don't turn on the lights, you stay in the dark.
- **First conditional**
If we respond positively, we'll gain their trust.
- **Second conditional**
If I were you, I would call Tony back.
- **Third conditional**
If they had called earlier, we would have cancelled the meeting.

Phrasal verbs

Analyse: Examine, inspect.

Disclose: Reveal, uncover.

Inform: Tell.

Practise: Rehearse, perform.

Predict: Forecast, foretell.

Set up: Format, structure, form.

Stand off: Repulse, resist, hold off.

Quote of the month

'There cannot be a crisis next week. My schedule is already full.'

Henry A. Kissinger

Idioms: Crisis Management

Better safe than sorry: It's wiser to be cautious and careful than to be hasty or rash and so do something you may later regret.

Just in case: Only if you need to.

Calculated risk: A hazard or chance of failure whose degree of probability has been estimated.

Throw caution to the wind: To act in a completely impulsive manner.

Safe bet: A thing in which confidence can be placed regarding a future outcome.

Play it safe: Take precautions; avoid risks.

To tread carefully: To seek to avoid causing offense.

Stick one's neck out: To take a risk.

Dicey situation: A situation that isn't right.

Nothing ventured, nothing gained: You can't expect to achieve anything if you never take any risks.

Nip it in the bud: Handling something when it's a minor problem, you'll be able to avert a crisis.

Broach the subject: Bringing something up for discussion.

Irons in the fire: Pursuing several opportunities at once.