CIRS | CRISIS LEADERSHIP BRIEF | OCTOBER 26, 2026

THE FOUR C'S OF CRISIS LEADERSHIP

Cooperation. Communication. Coordination. Collaboration.

Work together before, during, and after disruption.

THE FOUR C'S TURN DISRUPTION INTO COORDINATED ACTION.

Connect people, clarify responsibilities, and communicate with purpose.

Together, these practices strengthen readiness, response, and recovery.

01

PREPARE TOGETHER

Build a cross-functional team and establish relationships, roles, and communication channels.

02

COORDINATE ACTION

Activate the team, identify priorities, and provide timely, accurate information.

03

RECOVER TOGETHER

Coordinate ongoing support, restore operations, and work with internal and external partners.

THE FOUR C'S IN ACTION

Apply scalable practices that keep people, resources, and decisions connected.

COOPERATION	COMMUNICATION + COORDINATION	COLLABORATION
Build trusted relationships Meet across functions before a crisis occurs.	**Define roles and channels** Clarify responsibilities and communication paths early.	**Connect key partners** Engage internal and external resources in advance.
Activate the team Bring the right functions together quickly.	**Prioritize and communicate** Share timely facts and direct resources where they matter.	**Empower responders** Support leaders, survivors, and stakeholders.
Coordinate follow-through Maintain shared ownership after stabilization.	**Restore support and operations** Track needs, resources, and progress through recovery.	**Protect confidence** Serve employees and stakeholders with consistent follow-through.