

Guaranteed Income Community of Practice
“Rapid/Crisis Communications” Training Tools for GICP Members

Response Guide: Is this truly your crisis?

In Focus	Needs Deeper Convo	Outside of Focus
<i>What issues or types of things are so core to your mission and strategy that you should almost always respond?</i>	<i>What issues or types of things feel like ‘gray area?’</i>	<i>What issues or types of things do you often get asked to respond to that feel outside of your core mission and strategy?</i>

Decision Tree: How will you decide to respond or not respond?

