

## CRISISCOORDINATOR™ GLOSSARY

<b>ALERT</b>	The third primary role of the Crisis Coordinator to <b>ALERT</b> leadership when a circumstance presents that has the potential to become a <b>CRISIS</b> .
<b>ANGER</b>	A negative reaction to something that's happened in the past.
<b>Anonymous Reporting</b>	Means the organization and recipient of the information has no way to determine the identity of the person making the report.
<b>BLAME</b>	A negative reaction to something that's happened in the past caused by someone's actual or believed wrong actions or words and as a result is responsible for impacts.
<b>Circumstance</b>	An incident, event or conduct with the realistic potential to generate negative stakeholder reaction.
<b>CONCERN</b>	A fear reaction to something that may happen in the future.
<b>Conditional Threat</b>	Warns that unless demands are met, a violent act will occur
<b>CONFIDENTIAL ALERT REPORT</b>	A template for communicating concerning a <b>CIRCUMSTANCE</b> or a <b>CRISIS</b> to leadership. Includes description of events, who is involved, the CrisisRisk Level including the Crisis <b>ABCs™</b> for <b>REACTION</b> and <b>EXTENT</b> .
<b>CRISIS</b>	A state of being, characterized by a loss of control and extensive negative stakeholder reaction, resulting from a failure or conduct (real or perceived) of the entity or individual in <b>CRISIS</b> .
<b>CRISIS PHASES</b>	<b>ONSET, IMPACT ASSESSMENT, RESPONSE, RECOVERY, POST EVENT</b>
<b>CRISIS ABCs™</b>	Measures the <b>SEVERITY</b> of a Crisis or Circumstance through analysis of the <b>REACTION</b> and <b>EXTENT</b> .
<b>Crisis Coordinator</b>	A person who has been certified to <b>RECOGNIZE</b> and <b>IDENTIFY</b> circumstances or events, <b>ALERT</b> Leadership where the potential to escalate to a <b>CRISIS</b> is likely and <b>SUPPORT</b> Leadership response to the <b>CRISIS</b> .

<b>CRISISRISK eLEARNING CENTER</b>	<b>A Web-based training site where CrisisRisk posts its eLearning training courses. Also referred to as the training platform.</b>
<b>CRISISRISK MATRIX™ TOOL</b>	<b>Determines the probability or likelihood of an event or circumstance escalating to a crisis, or if the event is already a crisis, what is needed going forward.</b>
<b>CRISISRISK WEB PORTAL</b>	<b>The CrisisRisk Web Portal (<a href="http://www.crisiscoordinator.com">www.crisiscoordinator.com</a>) is a website designed specifically for Crisis Coordinators and hosts a wealth of supporting resources. Access is limited to Crisis Coordinators.</b>
<b>CRISIS TRAPS</b>	<b>Common mistakes that Leadership can make in a CRISIS resulting in increased impacts.</b>
<b>CRITICAL ASSETS</b>	<b>People, infrastructure, brand, reputation, finances, etc.</b>
<b>Critical Decision Tool</b>	<b>Provides DECISIONS, ACTIONS, and WORDS for each of the 5 Phase of a CRISIS</b>
<b>DECISIONS, ACTIONS, WORDS</b>	<b>The 3 Leadership responses used in a CRISIS to Monitor Developments, Manage Response and Mitigate Impacts.</b>
<b>DIRECT THREAT</b>	<b>Identifies a specific target and the act to be delivered. The threat is clear, explicit and the most dangerous threat.</b>
<b>DISASTER</b>	<b>An EVENT or serious disruption occurring over a short or long period of time, that causes great damage to CRITICAL ASSETS. A DISASTER, like an EMERGENCY, is not a CRISIS. At least not at the outset.</b>
<b>eLEARNING</b>	<b>eLearning offers training courses to a distributed learner community by providing course materials via the Internet.</b>

<b>EMERGENCY</b>	A situation or <b>EVENT</b> that requires an immediate response to prevent harm to <b>CRITICAL ASSETS</b> . An <b>EMERGENCY</b> , like a <b>DISASTER</b> , is not a <b>CRISIS</b> . At least not at the outset.
<b>EVENT</b>	When the damage anticipated by a threat occurs, we have an 'EVENT'. It may or may not be a <b>CRISIS</b> .
<b>EXTENT</b>	Combination of <b>SPREAD, SPEED, AND SETTING</b>
<b>Geo-Fencing</b>	A location-based monitoring service for Internet information or messages in a pre-defined location or geographic area.
<b>Google Advanced Search</b>	A more detailed method of finding information on Google with an advanced search capability for both text and images.
<b>Google Alerts</b>	Google Alerts is an automated content change detection and notification service, offered by the search engine company Google.
<b>HOME BASES</b>	Well thought out and prepared themed statements that can be used during a crisis.
<b>IDENTIFY</b>	The second primary role of a Crisis Coordinator - Enough information to analyze the potential for the situation to escalate
<b>Indirect Threat</b>	Ambiguous, vague, unclear Threat where the intended victim, as well as the plan or the motivation, are equivocal.
<b>Late Reporting</b>	The failure to timely <b>ALERT</b> leadership of a <b>CIRCUMSTANCE</b> that could escalate to a <b>CRISIS</b> .
<b>Listening</b>	A method of acquiring information from the internet related to warning signs in the <b>RECOGNIZE</b> phase.
<b>Looking</b>	The further Internet investigation of <b>WARNING SIGNS</b> and <b>CIRCUMSTANCES</b> that have been detected from sources of information such as <b>ANONYMOUS REPORTING</b> , Personal Observations, and Social <b>LISTENING</b> .
<b>CRISISRISK MATRIX TOOL</b>	Determines the probability or likelihood of an event or circumstance escalating to a crisis, or if the event is already a

	crisis, what is needed going forward.
<b>MESSAGE MAPS</b>	Concise statements (messages) that address specific questions, issues and concerns, targeted for specific stakeholders.
<b>Open source information</b>	The vast amount of information publicly available on the internet that is public facing. Open for anyone to see with no passwords or logins needed.
<b>RECOGNIZE</b>	The first primary role of a Crisis Coordinator - Something which requires further information to rule out emerging issue.
<b>RECOGNIZE, IDENTIFY, ALERT</b>	The three primary Crisis Coordinator roles.
<b>Response Threat</b>	A threat posed by the DECISIONS, ACTIONS and WORDS individuals make, do, or use in response to an incident, EVENT or CIRCUMSTANCE, causing extensive negative stakeholder reaction.
<b>RISK</b>	The potential loss or damage to a CRITICAL ASSET caused by a VULNERABILITY exploited by a THREAT
<b>SETTING</b>	Types of forums or platforms where communications about the CIRCUMSTANCE are occurring, as well as the notoriety and credibility of the individuals who are commenting and the cultural significance of the issues.
<b>SPEED</b>	The increase in velocity, momentum, and rate of consequences that arise from a CIRCUMSTANCE.
<b>SPREAD</b>	Represents how far reaching the reaction is and the number of people who are aware, or who could become aware, of the CIRCUMSTANCE.
<b>SPREAD, SPEED, SETTING</b>	Measures represents EXTENT of CIRCUMSTANCE

<b>Stakeholder</b>	<b>An individual or group of people that has been or could be impacted by an EVENT or CRISIS including victims or injured parties, their families, employees, clients or customers, regulators, and the public at large.</b>
<b>THREAT</b>	<b>Any person or thing that has the potential to harm a critical asset.</b>
<b>Veiled Threat</b>	<b>Does not explicitly threaten violence, but violence is implied.</b>
<b>VULNERABILITY</b>	<b>A weakness or gap in your ability to RECOGNIZE and respond to THREATS</b>
<b>Warning Sign</b>	<b>An indicator that should lead one to the conclusion that there could be negative consequences or impacts to your CRITICAL ASSETS.</b>