

# CRISIS MANAGEMENT AND DAMAGE CONTROL

How to Handle Problems in Business

DESIGNED AND PRESENTED BY:

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**ENGLISH LAW  
& COMPLIANCE**





In the business world, problems happen. Sometimes, things go wrong. A product can be late. A computer system can stop working. A customer can be very angry. A rumor can spread on social media. These problems are called crises. A crisis is a serious problem that can hurt a company's money or reputation. How a company reacts to a crisis is very important.





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1. What is a crisis in business? Give one example.

2. Why is it important how a company reacts to a crisis?







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1. What does “damage control” mean?

2. Why is this topic attractive for Business English students?



First, crisis management is exciting for students. It is like a game. In class, students play roles. They pretend to be the boss, a customer, or a reporter. The teacher gives a fake problem. For example, “Your product is late, and a competitor launched a cheaper one.” Students work together to solve it.





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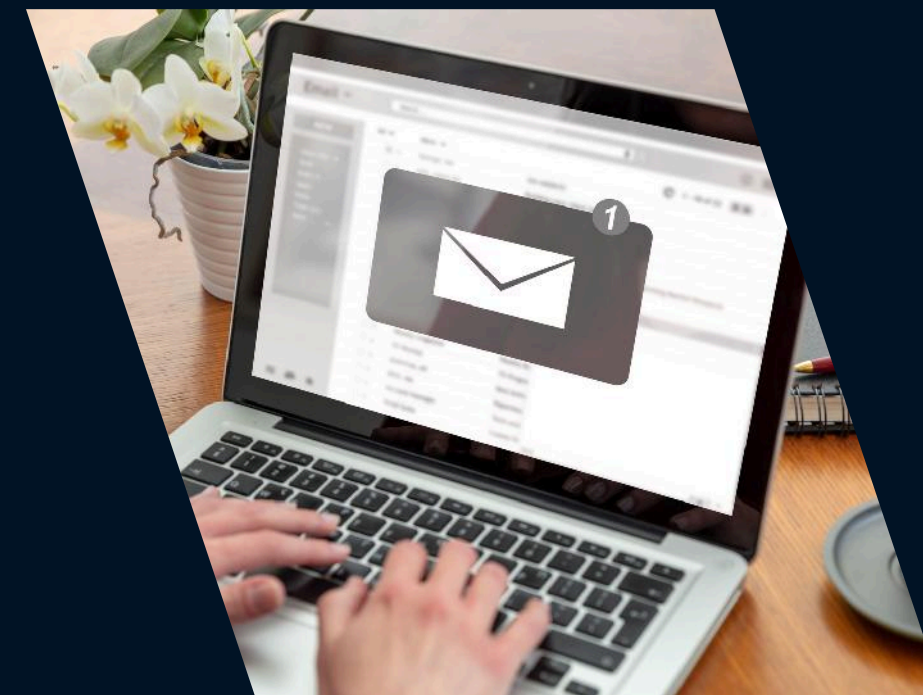
1. What do students do in class during crisis management activities?

2. Give one example of a fake problem the teacher might give.





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80%

70%

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1. What three things do students do when they practice crisis management in class?

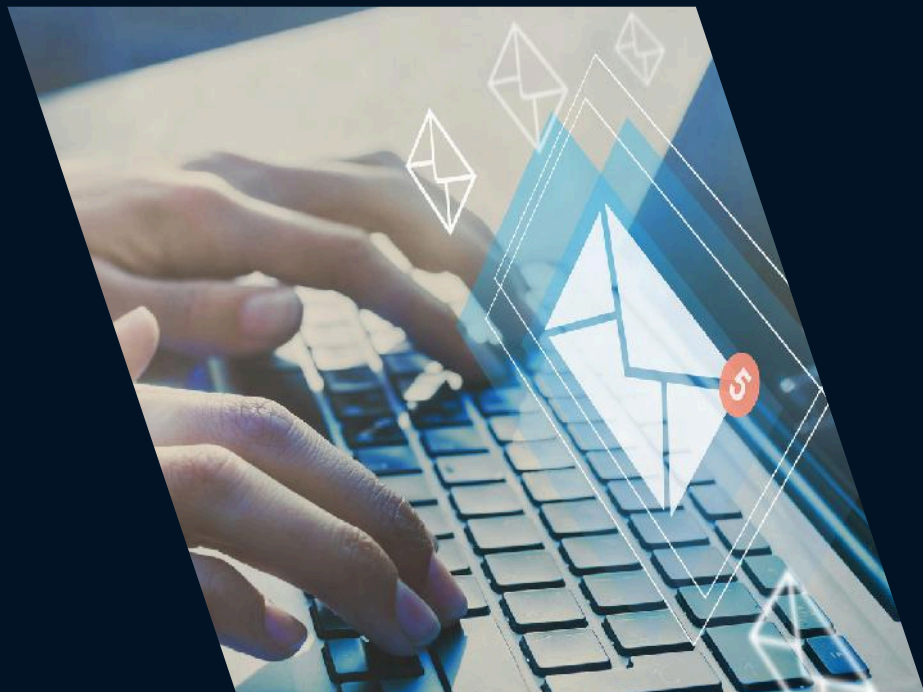
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Second, this topic teaches useful and practical vocabulary. In a crisis, you must be professional, clear, and calm. Students learn special phrases for difficult situations. For example, they learn to say “I sincerely apologize for the inconvenience” when they make a mistake. They learn to say “Let me escalate this issue to my manager” when the problem is too big.

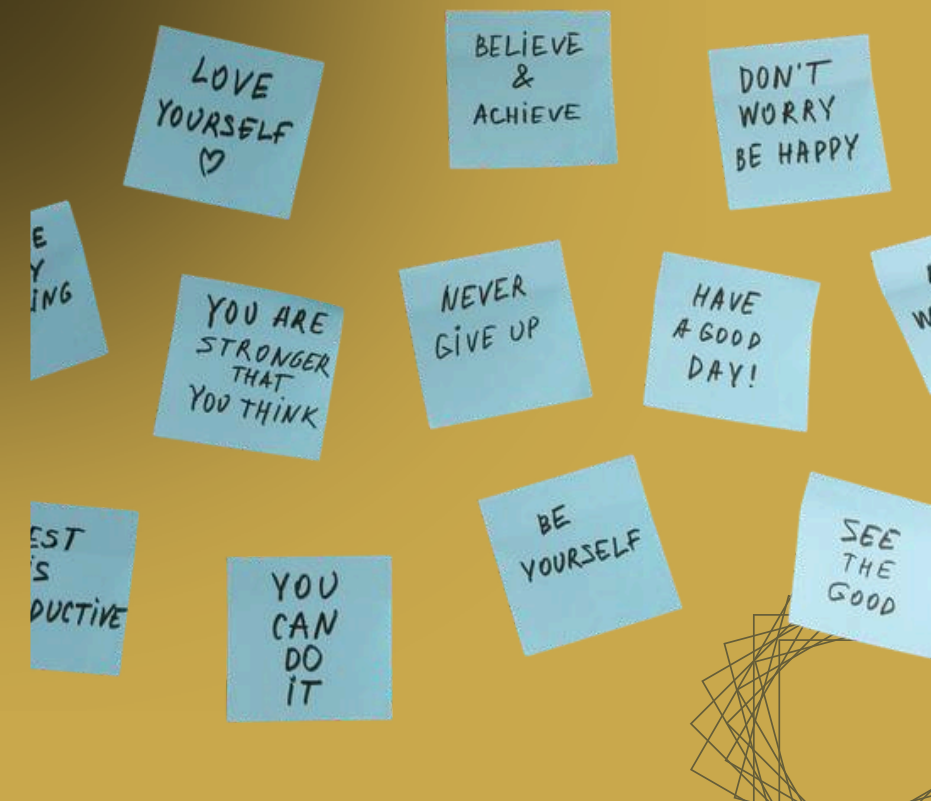




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1. What kind of vocabulary does this topic teach students?

2. What are two phrases students learn to say during a crisis?





**They also learn to say “We are working on a contingency plan” to show they have a backup solution. These phrases help students sound confident and capable. Students can use this vocabulary immediately at work.**





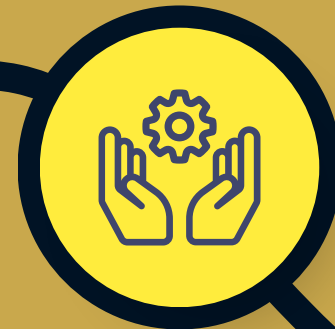
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1. What does the phrase “We are working on a contingency plan” mean?

2. Where can students use this vocabulary after class?

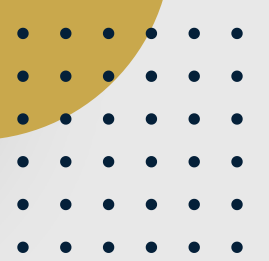




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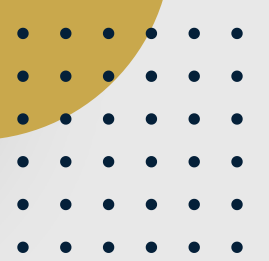
2. What is the simple four-step process for handling a crisis?



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They learn that a crisis is not the end of the world. It is just a problem that needs a solution. This mental strength is valuable for any professional.



Critical



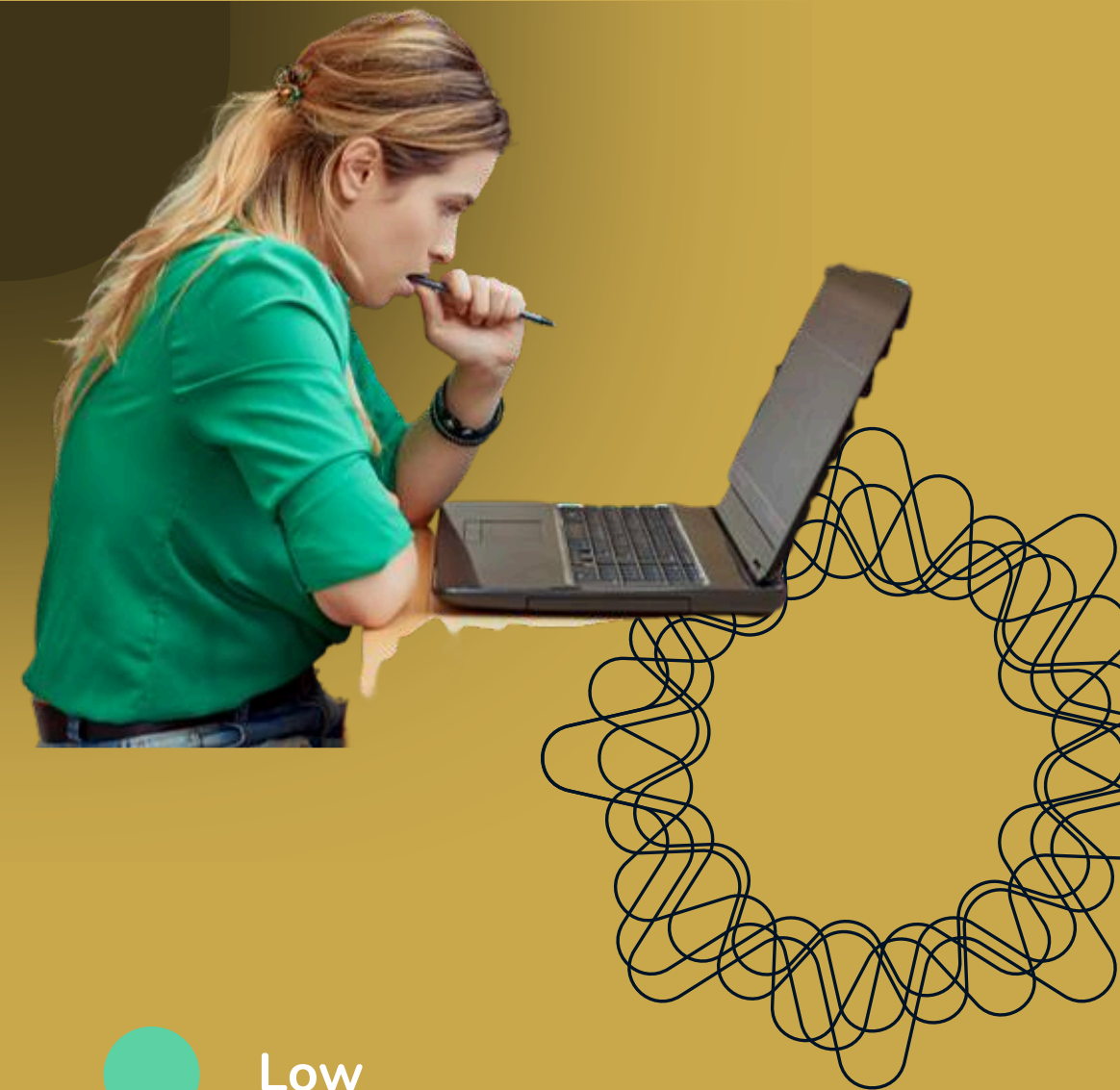
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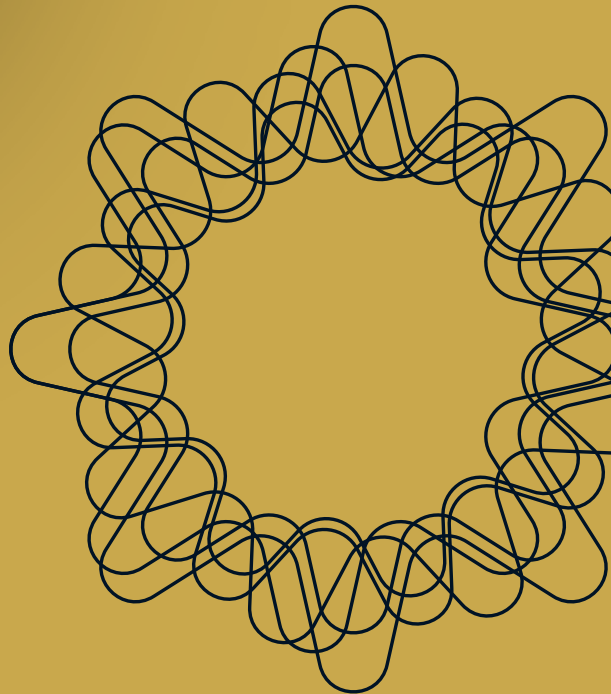
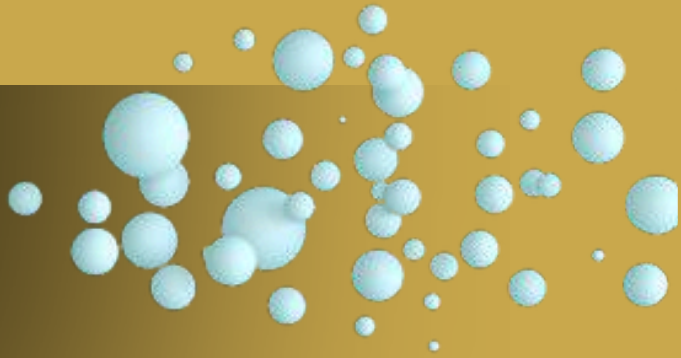
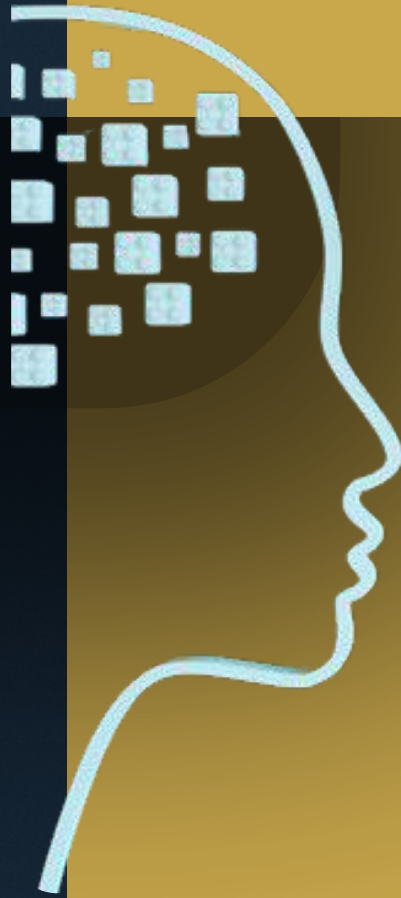
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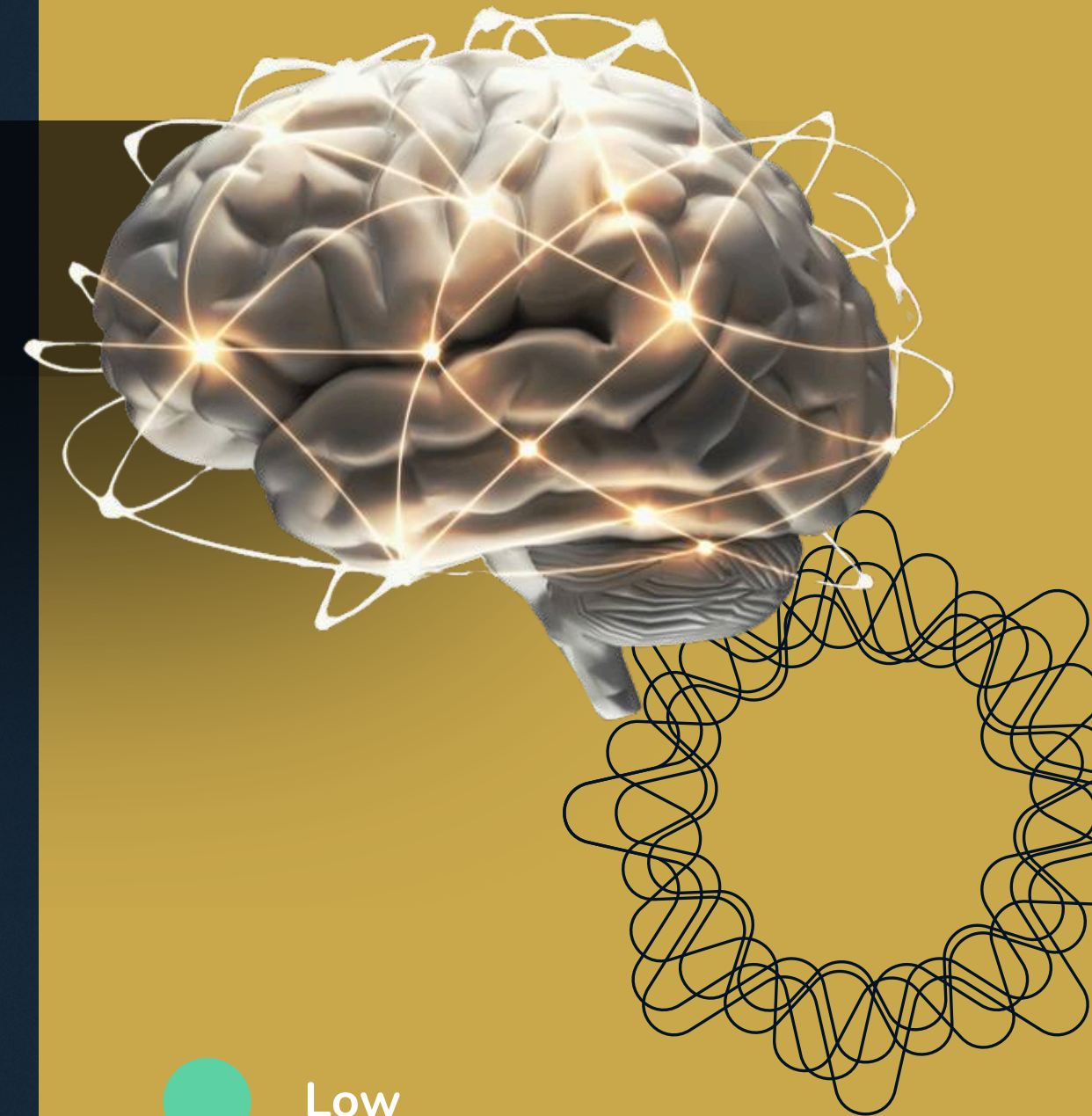
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**Fourth, crisis management teaches the importance of honesty. In the past, some companies lied to customers.**

**Today, this does not work. News travels fast on the internet. If a company lies, the damage will be worse. In class, students learn to tell the truth. They learn to say, “We made a mistake. We are sorry. Here is what we are doing to fix it.” Customers respect honesty.**





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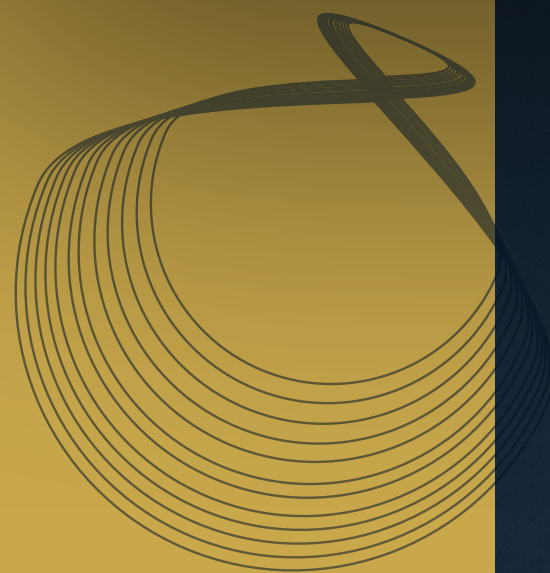


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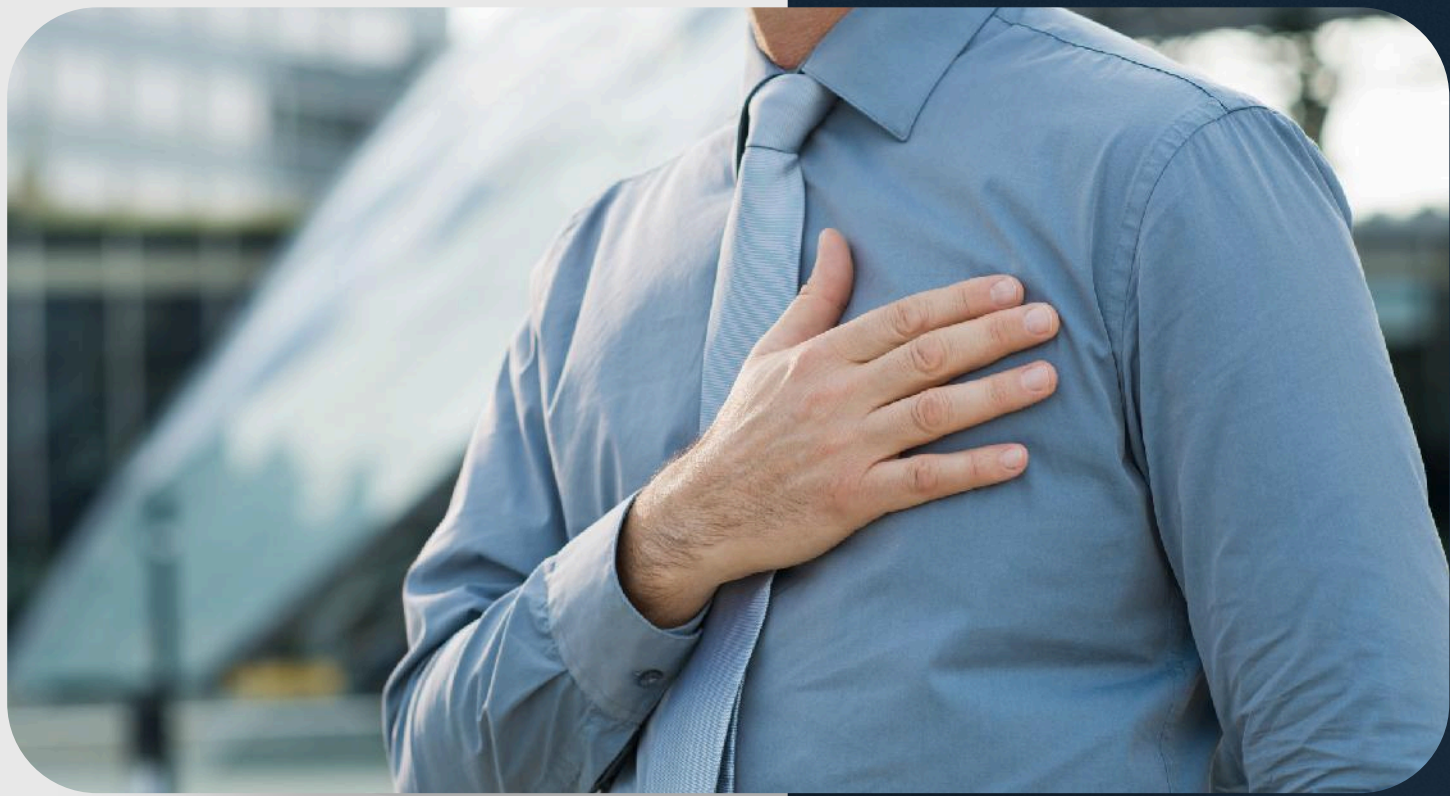
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1. What can a company do to rebuild trust?

2. Why is trust so important in business?





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1. What do some people wrongly think about crisis management?

**IGNORE**

 *Shift*



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1. What do some people wrongly think about crisis management?

2. What can happen if you ignore a small mistake with a client?





**For example, forgetting to send an important email can make a client angry. If you apologize and fix it quickly, the client will forgive you. But if you ignore it, you might lose that client forever. Therefore, crisis management skills are useful for everyone, from the CEO to the new assistant.**





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**1. What can happen if you forget to send an important email to a client?**

**2. What should you do if you make a mistake with a client?**





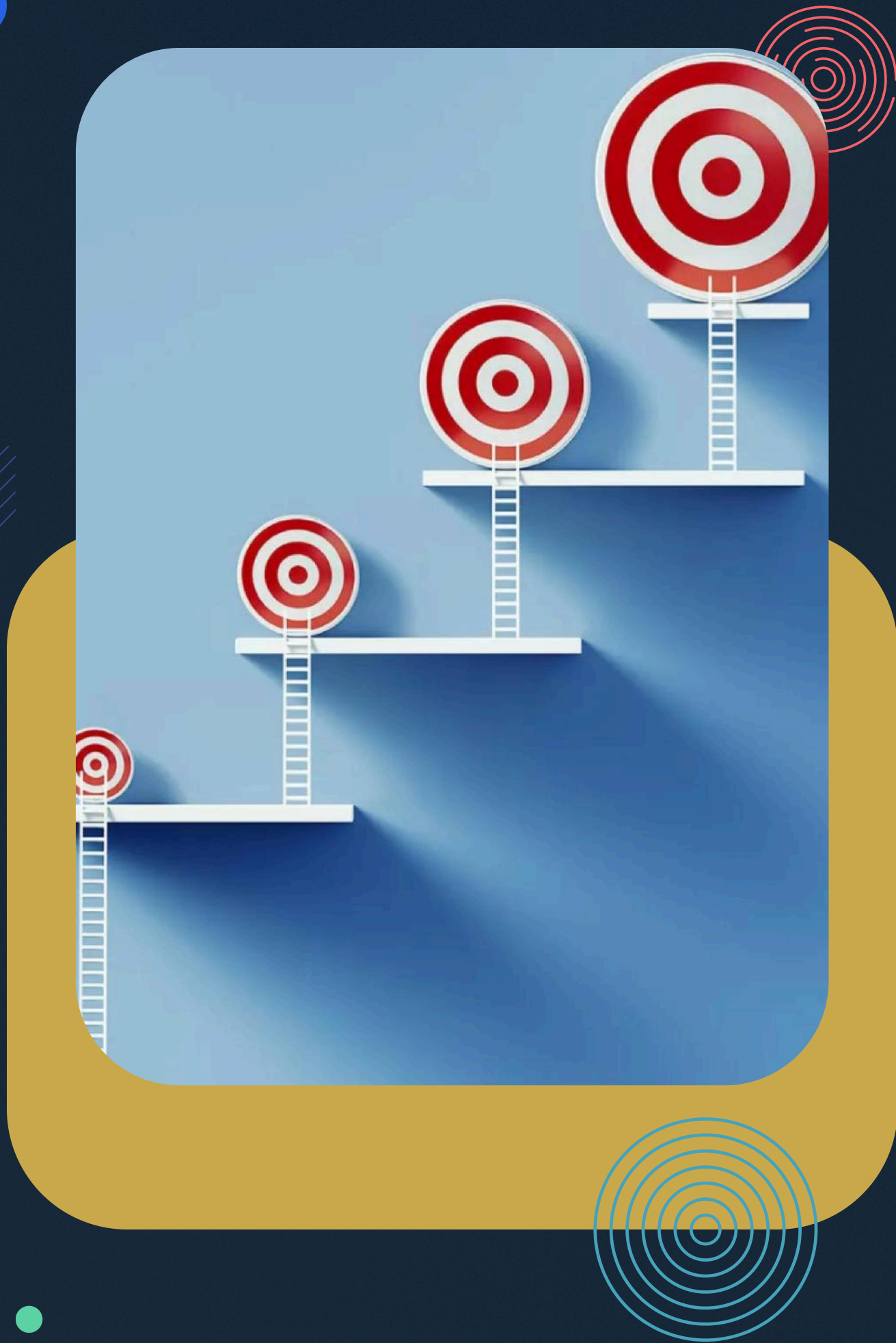


In conclusion, crisis management and damage control are very attractive topics for a Business English class. They are exciting and feel like real-life challenges. They teach practical language that students can use right away. They help professionals stay calm and think clearly under pressure.



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1. Why are crisis management and damage control attractive topics for a Business English class?

2. How do these topics help professionals?



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1. What else do crisis management topics teach besides language and staying calm?

2. What does learning this topic give students the confidence to do?





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# THANK YOU VERY MUCH!

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It has been an honor to share this learning space with you.

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