

CRISIS IMPACT VALUE RATING SHEET

Answer these five key questions, ranking the impact of each between 1 (Least) to 10 (Most):

- 1 If crisis runs risk of escalating in intensity, how intense might it get and how quickly?
- 2 To what extent would your crisis fall under someone’s watchful eye, such as the news media or government regulatory agency?
- 3 To what extent will crisis interfere with normal operations of your business?
- 4 Is your internal/external public image at risk?
- 5 To what extent would your company’s bottom line be damaged?

EVENT	1	2	3	4	5	AVERAGE
1. _____	—	—	—	—	—	—
2. _____	—	—	—	—	—	—
3. _____	—	—	—	—	—	—
4. _____	—	—	—	—	—	—
5. _____	—	—	—	—	—	—
6. _____	—	—	—	—	—	—
7. _____	—	—	—	—	—	—
8. _____	—	—	—	—	—	—
9. _____	—	—	—	—	—	—
10. _____	—	—	—	—	—	—
11. _____	—	—	—	—	—	—
12. _____	—	—	—	—	—	—
13. _____	—	—	—	—	—	—
14. _____	—	—	—	—	—	—
15. _____	—	—	—	—	—	—
16. _____	—	—	—	—	—	—
17. _____	—	—	—	—	—	—
18. _____	—	—	—	—	—	—
19. _____	—	—	—	—	—	—
20. _____	—	—	—	—	—	—

21.	_____	___	___	___	___	___
22.	_____	___	___	___	___	___
23.	_____	___	___	___	___	___
24.	_____	___	___	___	___	___
25.	_____	___	___	___	___	___
26.	_____	___	___	___	___	___
27.	_____	___	___	___	___	___
28.	_____	___	___	___	___	___
29.	_____	___	___	___	___	___
30.	_____	___	___	___	___	___
31.	_____	___	___	___	___	___
32.	_____	___	___	___	___	___
33.	_____	___	___	___	___	___
34.	_____	___	___	___	___	___
35.	_____	___	___	___	___	___
36.	_____	___	___	___	___	___
37.	_____	___	___	___	___	___
38.	_____	___	___	___	___	___
39.	_____	___	___	___	___	___
40.	_____	___	___	___	___	___
41.	_____	___	___	___	___	___
42.	_____	___	___	___	___	___
43.	_____	___	___	___	___	___
44.	_____	___	___	___	___	___
45.	_____	___	___	___	___	___
46.	_____	___	___	___	___	___
47.	_____	___	___	___	___	___
48.	_____	___	___	___	___	___
49.	_____	___	___	___	___	___
50.	_____	___	___	___	___	___