



Organizational Crisis Readiness Audit Worksheet

INTRODUCTION

Every tourism organization, whether you're a Visitor Centre, tourism business, or tourism association (such as a destination management organization - DMO), will face unexpected challenges. From natural disasters to data breaches, staff misconduct to local emergencies, your ability to respond quickly and effectively can protect your team, your reputation and your operations.

WHY CONDUCT AN AUDIT?

This Crisis Readiness Audit is designed to help you assess your current preparedness in critical areas such as risk awareness, response protocols, resource readiness, communications and more.

You will:

- Examine your current readiness
- Identify gaps
- See where your team needs training or tools
- Build a case for leadership support and action

You'll rate your organization on six key areas of crisis readiness:

1. **RISK AWARENESS:** Do you know what threats you're most likely to face?
2. **RESPONSE PROTOCOLS:** Are your roles and procedures clearly defined and tested?
3. **RESOURCES:** Do you have the tools and capacity to act quickly and effectively?
4. **COMMUNICATIONS:** Can you deliver accurate and timely messages to the right audiences?
5. **LEADERSHIP READINESS:** Is your leadership team trained and aligned?
6. **CONTINUOUS IMPROVEMENT:** Do you evaluate past responses and refine your plan?

ASSESS YOUR READINESS FOR A CRISIS.

Before you begin the audit, take some time to reflect on your organization's past experience with a crisis or disruption and answer these questions:

1. Think back to a recent crisis or challenging situation. What happened, and how did it impact your organization?
2. How did your team respond in the first 24 hours? What actions were taken?
3. Did you have a plan in place? If so, was it followed or adapted?
4. What was the most challenging part?
5. What were the top three lessons learned from how your organization handled that situation?
6. If a similar crisis happened again, what would you do differently?



EXERCISE

Rate your organization's crisis readiness level.

ASSESS YOUR RISKS	YES	NO	I DON'T KNOW
We've identified the top three to five crises most likely to impact our organization.	☐	☐	☐
We've assessed the potential impact of each crisis (operational, reputational, financial).	☐	☐	☐
We have response plans for our most likely risks.	☐	☐	☐
Our organization knows the difference in how to respond to an issue versus a crisis.	☐	☐	☐
We have a clear definition of what triggers a crisis response.	☐	☐	☐
TOTAL			

RESPONSE PROTOCOLS	YES	NO	I DON'T KNOW
We have a documented crisis response protocol, and understand how to determine our role (Lead, Support, Observe) within this.	☐	☐	☐
Our organizations' roles and responsibilities are clearly defined for crisis situations.	☐	☐	☐
We know who the lead communicator for each potential crisis will be.	☐	☐	☐
We know who will have approval of the communications response.	☐	☐	☐
We have conducted at least one crisis simulation or tabletop exercise.	☐	☐	☐
TOTAL			

RESOURCES	YES	NO	I DON'T KNOW
We have a central place where crisis materials are stored.	☐	☐	☐
We have access to tools needed for urgent communications.	☐	☐	☐
Our team knows how to access and use those tools.	☐	☐	☐
We have a contact list for staff, partners and media that is regularly updated, in both electronic and hard copy formats.	☐	☐	☐
We have access to additional communications support if needed.	☐	☐	☐
TOTAL			



COMMUNICATIONS	YES	NO	I DON'T KNOW
We have a written crisis communications plan in place, in both electronic and hard copy formats.	☐	☐	☐
We have a trained spokesperson for media inquiries.	☐	☐	☐
We have identified primary channels to reach different audiences.	☐	☐	☐
We have templates for holding statements, social media posts and media releases.	☐	☐	☐
We actively monitor media and social channels to identify possible issues.	☐	☐	☐
TOTAL			

LEADERSHIP AND MANAGEMENT	YES	NO	I DON'T KNOW
Our leadership team is briefed on crisis response roles and expectations.	☐	☐	☐
Decision-making authority during a crisis is defined.	☐	☐	☐
We've identified who will manage internal staff communications.	☐	☐	☐
We have supports for your team to assist them during and after a crisis.	☐	☐	☐
At least one team member has been formally trained in crisis communications.	☐	☐	☐
TOTAL			

ASSESSMENT AND IMPROVEMENT	YES	NO	I DON'T KNOW
We've conducted a debrief after a past crisis or major disruption.	☐	☐	☐
We document what worked and what didn't after a response.	☐	☐	☐
We update our plans at least once a year.	☐	☐	☐
We collect feedback from staff and interest holders after a crisis.	☐	☐	☐
We have learned from others' crisis responses and applied them.	☐	☐	☐
TOTAL			

YOUR YES SCORE TOTAL

SCORING

23–30

YES ANSWERS

**Strong
readiness**

You have
a solid
foundation.

15–22

YES ANSWERS

**Moderate
readiness**

You're on your
way, but you need
to focus on
filling those gaps.

8–14

YES ANSWERS

**Basic
readiness**

You've taken steps,
but there's
plenty of room
to improve.

0–7

YES ANSWERS

**Low
readiness**

Use this checklist
as a starting
point to build your
action plan.

NEXT STEPS

Now that you have completed your audit and know where your gaps are, you can begin the work to increase your organization's preparedness and build your Crisis Communications Plan. Focus on the sections where you had the greatest number of "No" answers and complete the associated activities as outlined below.

- Assess Your Risks:
 - [SWOT Analysis Worksheet](#)
 - [Know Your Role Worksheet](#)
 - [Crisis Scenario Planning Worksheet](#)
 - [Key Roles RACI Worksheet](#)
- Resources and Templates:
 - [Know Your Interest Holders Worksheet](#)
 - [Crisis Communications Team Identification Worksheet](#)
 - [Emergency Webpage Template](#)
 - [Media Readiness Worksheet](#)
 - [Social Media Templates](#)
 - [Interest Holders Information Templates](#)
 - [Holding Statements Template](#)
 - [Media Management Tip Sheet](#)
 - [Media Statement Template](#)
- Leadership and Management
 - [Crisis Communications Discussions with Leadership](#)
- Assessment and Improvement:
 - [Organizational Crisis Response Evaluation Toolkit](#)
 - [Six Post-Crisis Communications Tips](#)

