**4 Steps to Communicating Values Following A Crisis**

Communications pros need to step into action following a corporate crisis to enforce values among customers, employees and investors, writes Richard Gibbs. He offers four steps for communications pros to convey core values at local events, on digital platforms, in meetings and at summits with strategic partners, and also urges executives to be proactive in communicating values "before a crisis occurs."

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<https://www.prsa.org/article/communicating-corporate-values-after-a-crisis>

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