**Boeing's Crisis Tip: Stay Calm, Communicate**

Gordon Johndroe, Boeing's vice president of global media relations and public affairs, discusses the manufacturer's crisis plan during the days and weeks following its airliner crashes in Ethiopia and Indonesia, the importance of coordinating with senior management and a legal team, communicating with employees and working with victim's families. The most important lesson Johndroe learned "is to keep calm. Explain the situation to people internally, gather the facts, and try to get your information out as quickly and as accurately as you possibly can."

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[*http://prsay.prsa.org/2020/12/02/crisis-management-lessons-from-boeings-737-max-disasters/*](http://prsay.prsa.org/2020/12/02/crisis-management-lessons-from-boeings-737-max-disasters/)

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[*https://pressgr.am/wp-content/images/Gordon%20Johndroe/image.x49965.jpg*](https://pressgr.am/wp-content/images/Gordon%20Johndroe/image.x49965.jpg)