



# **CRISIS MANAGEMENT PLAN**

**Presented by:**

**Ari Lifschutz, Abigail Nevins,  
Dominique Randle, Daniel Sagerman**

**Northwestern University**

**MSA 406**

# Description of Crisis

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- Due to unforeseen circumstances, head coach Eric Taylor is resigning
- Assistant coach Mac McGill will serve as interim head coach
- Short-term implications:
  - Substantial negative publicity
  - Reflects poorly on the organization's reputation.
- Long-term implications:
  - Rebuilding our image
  - Restoring our reputation
  - May influence future candidates to avoid considering Phoenix





## Primary CMT Team



**Jason Rowley**  
President/CEO



**Jennifer Degasis**  
Senior HR Coordinator



**Carlos Manzanillo**  
Director, Business  
Communications



**Aaron Jerz**  
Vice President,  
Finance & Business  
Intelligence/Analytics



**Marcus Williams**  
Director, Security



**Melissa Goldenberg**  
Senior VP & General  
Counsel



**Alvan Adams**  
Vice President, Facility  
Management



**Jeff Winger**  
Outside Consultant

Note: Contact information & Alternate members found in written plan



# Overall Goal

The main goal for the crisis management plan is to acknowledge the occurrence while presenting our stakeholders and the public that the Phoenix Suns organization is being proactive to help prevent drunk driving. The Phoenix Suns recognize their impact on the community and want to continue to have a positive influence. We want to demonstrate that the organization is dedicated to safety and are accepting the responsibility to aid in the movement. Through our initiatives, we hope to help decrease the amount of drunk driving in any way we can.



# Crisis Policy

1. All requests for interviews or comments regarding Coach Taylor's resignation must be processed by the communications and media relations department.
2. Any communication to media or outside sources must be communicated with the media relations and communications department.
3. Employees must only communicate details of Coach Taylor's resignation to the appropriate parties and must stay within the organization.
4. All pertinent information and details surrounding Coach Taylor's resignation will be communicated on a need to know basis.
5. All stakeholders will be informed in a timely manner and through the appropriate channels to ensure that they stay informed about the situation.



# Key Messages

- Our decision to hire Coach Taylor was based off the belief that he could inspire and develop our players
- Coach Taylor's actions do not align or reflect the values and morals of the Phoenix Suns
- The Phoenix Suns will continue to promote integrity through all of our initiatives and actions
- The Phoenix Suns are looking to provide the Phoenix community with the best experience possible
- We want to put ourselves in the best position to compete and win an NBA championship
- The Phoenix Suns are also striving to provide the best overall experience for our fans and the Phoenix Community



# Key Stakeholders

## Internal:

- Our Employees
- Sponsors
- Season Ticket Holders

## External:

- Media
- Fans
- Community Partners



# Press Release

## **SUNS COACH ERIC TAYLOR RESIGNS, IMMEDIATE SEARCH FOR REPLACEMENT SEASON TICKET HOLDERS PART OF SEARCH FOR FIRST TIME EVER**

- Sent to media announcing major key messages and future plans for coaching search
- Press Conference Date
- Emphasis on collaborative effort
- First time ever in professional sports season ticket holders will have a say in coaching search
- Quotes from GM and President emphasizing this hire is not just about winning but about culture



# Social Media Campaign

Interactive polls engaging fans on coaching search

- College Coach or Pro Coach?
- Analytics or Scouts?
- Purpose is to engage our fans and show them that the organization hears their input

Live Updates on Coaching Search

- Quotes from press conference
- More frequency to keep engagement
- Announcing new hire in an immediate fashion
- Great for both fans and media



Instagram



# FAQ's

- Our FAQ relays our key messages; support of our original decision to hire Coach Taylor, support in Coach Mac McGill as interim head coach, and faith in our hiring system as we search for a new head coach
- Focuses on the positive aspects of the situation, and moving forward as an organization
- Responds to all questions asked by the press, without utilizing 'no comment'
- End goal of making our stakeholders proud!



# Evaluating the CMP

- Similar to the hiring campaign, we will measure and evaluate the 'buzz' and mentions of the Suns/Coach Taylor on social media
- As we see a transition from negative to positive in regards to our head coach search, and CMP, we will look for regained support among our stakeholders
- We will also keep an eye on preseason excitement via social media mentions, engagement on our various platforms to determine the "end" of the crisis



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**QUESTIONS?**

