

The Crisis Sprint

First-72-Hours Readiness for Disruptive Events

Most crises are won or lost in the first three days. The Crisis Sprint helps your team prepare for that window — from the first rumour to the final resolution.

Why it matters

Crises are always messy. What has changed today is speed, reach, and actors. Rumours or fabricated content spread in minutes. Malign actors, including state-backed campaigns, use new technologies to magnify disruption. The result: less time to react, more pressure to act.

Manuals are only as good as they are alive — both in content and in practice. Pilots, captains, and soldiers drill for a reason. In crisis, your team must be able to flip the switch to 'crisis mode' without hesitation.

How it works

We guide your team through a 10-day process that combines fact-finding, interviews, and a hands-on drill. The framework covers the full 72 hours of a crisis:

- 0–6 hours — Uncertainty. Flip the switch. Manage confusion, issue first holding lines, keep control of narrative.
- 6–24 hours — Facts emerge. Cross-check evidence, align stakeholders, move from rumours to verified updates.
- 24–72 hours — Resolution. Consolidate, brief leadership, prepare public explainers, stabilise reputation.

What the drill covers

- Deciding who flips the switch to crisis mode.
- Running a virtual or physical war room.
- Testing the flow of information: who knows what, when, and who speaks first.
- Drafting short, sharp updates under uncertainty.

What you get

- Crisis Readiness Review — a check of your current crisis setup (team roles, protocols, risk register with identified scenarios, owners, stakeholders, channels, and first safe lines, monitoring tools).
- Tailored Playbook — a compact guide for your organisation, mapped to your stakeholders, channels, and risks.
- Board-level Brief — a concise view of what worked, what needs fixing, and next steps.

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