

T. ITO LAB.



The essentials of crisis management and crisis preparedness to deal with unexpected crises !

Department of Human and Social Systems

Crisis Management

There are two concepts in crisis management. One is **risk management**, which involves taking preventive measures against crisis. The other is **crisis management**, which involves responding to emergencies when a crisis occurs. Let's consider the mindset and approach to crisis management that will enable us to respond effectively even to unforeseen crises when they actually occur. By learning from past cases and history about what is important in crisis management and what mindset is required, we aim to establish an effective crisis management framework.

Basic concept of crisis management

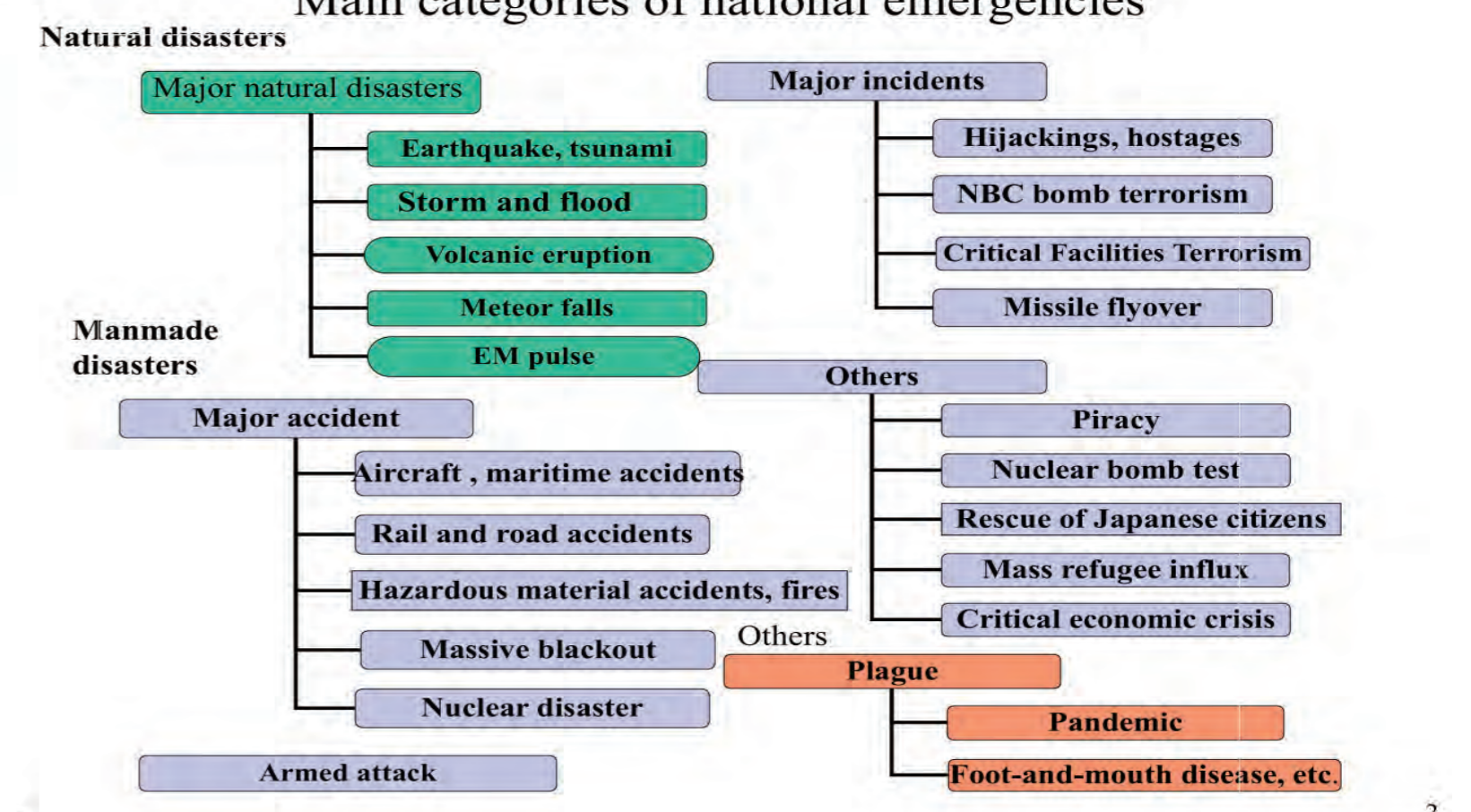
Successful crisis management (emergency response) in the event of a crisis depends on risk management (crisis preparedness) up to that point.

There are a number of crises to anticipate.

What are the possible crises?

- It is important to envisage possible crises.
- The ability to recognize a crisis in a seemingly problem-free situation is the power of imagination and crisis awareness.
- Assumptions about possible crises and advance measures to deal with them must be completed before a crisis occurs.

Main categories of national emergencies



Great East Japan Earthquake (March 2011)



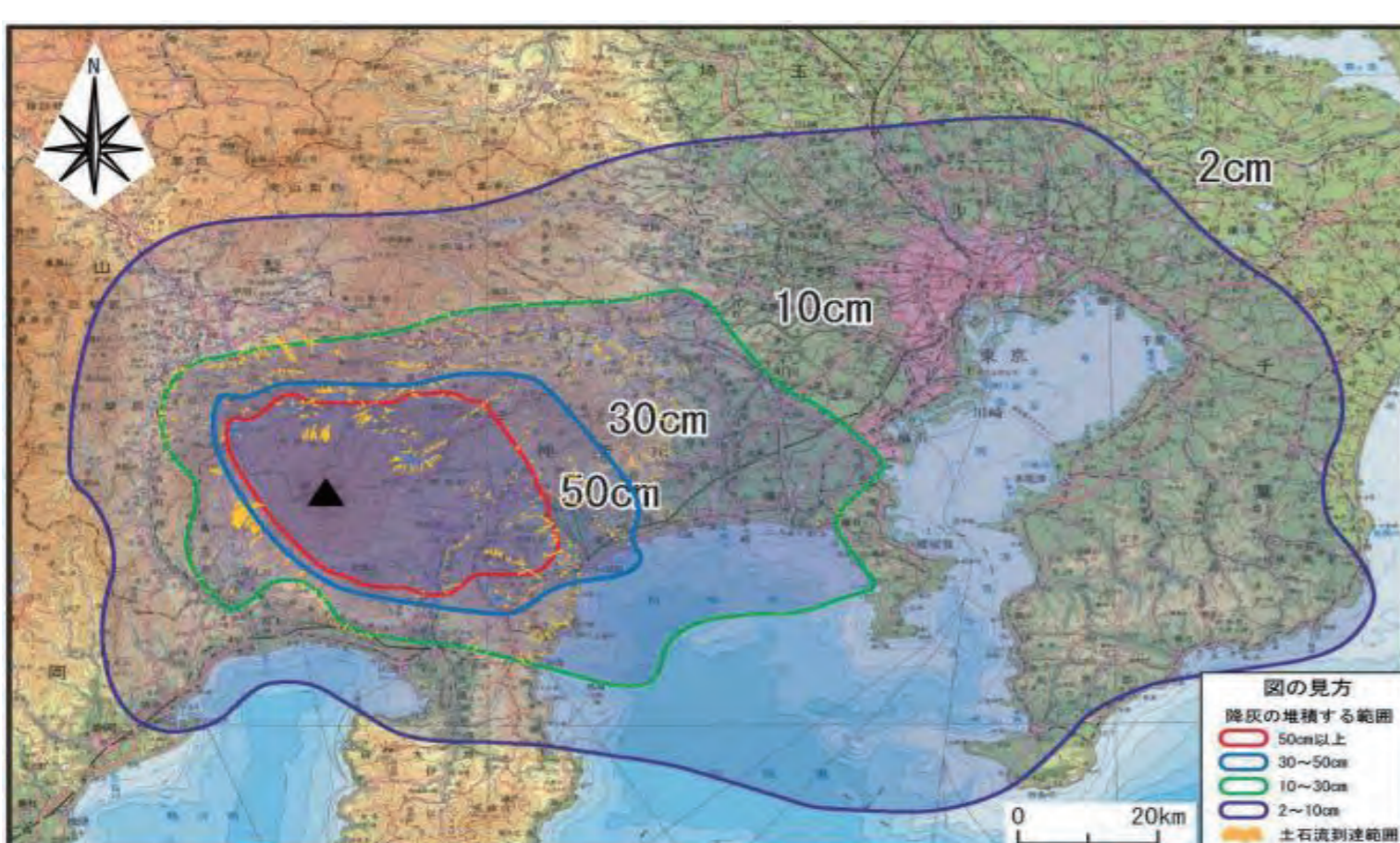
Great Hanshin-Awaji Earthquake (Jan 1995)



Outbreak of avian influenza(2010)



Ashfall from the eruption of Mount Fuji during the Hiei era of the Edo period (1707)



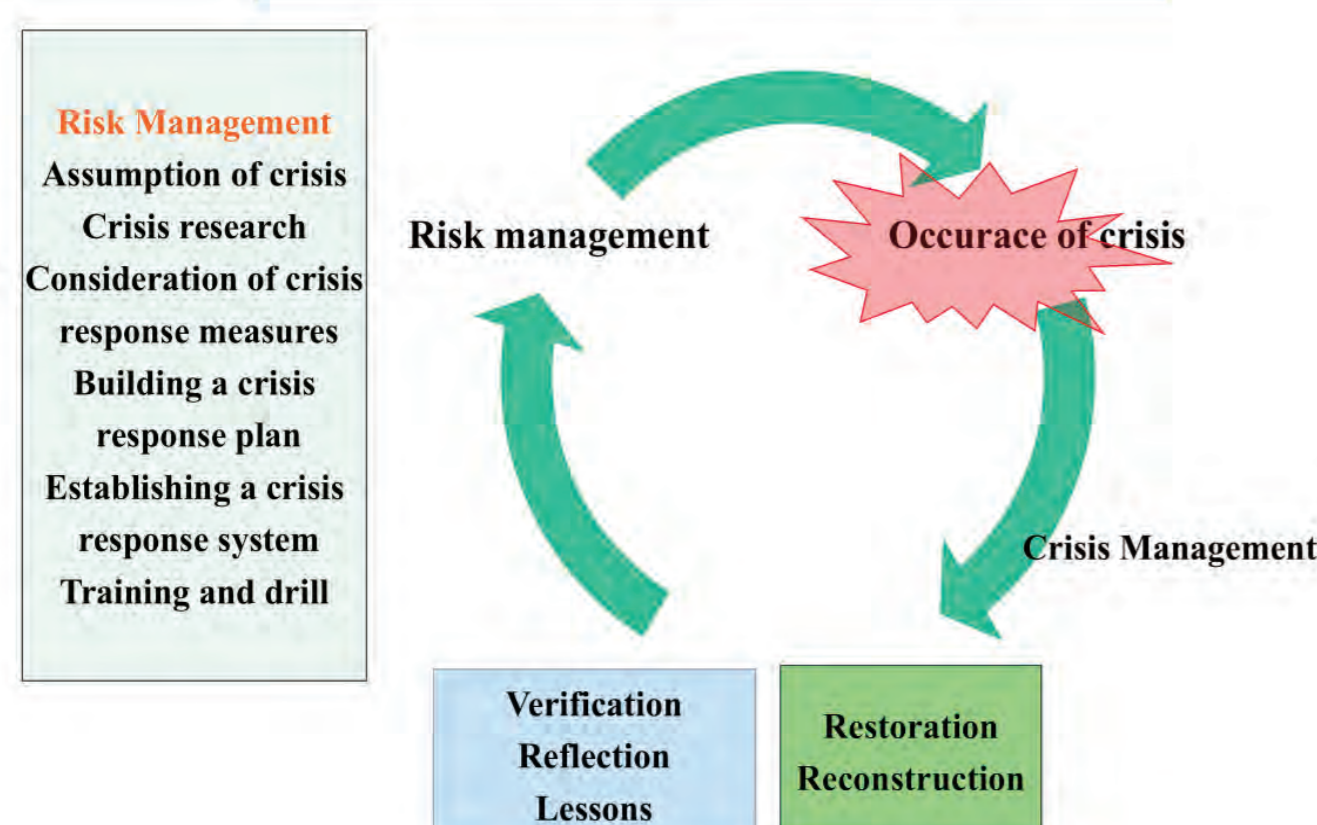
Paris terror attack (2015)



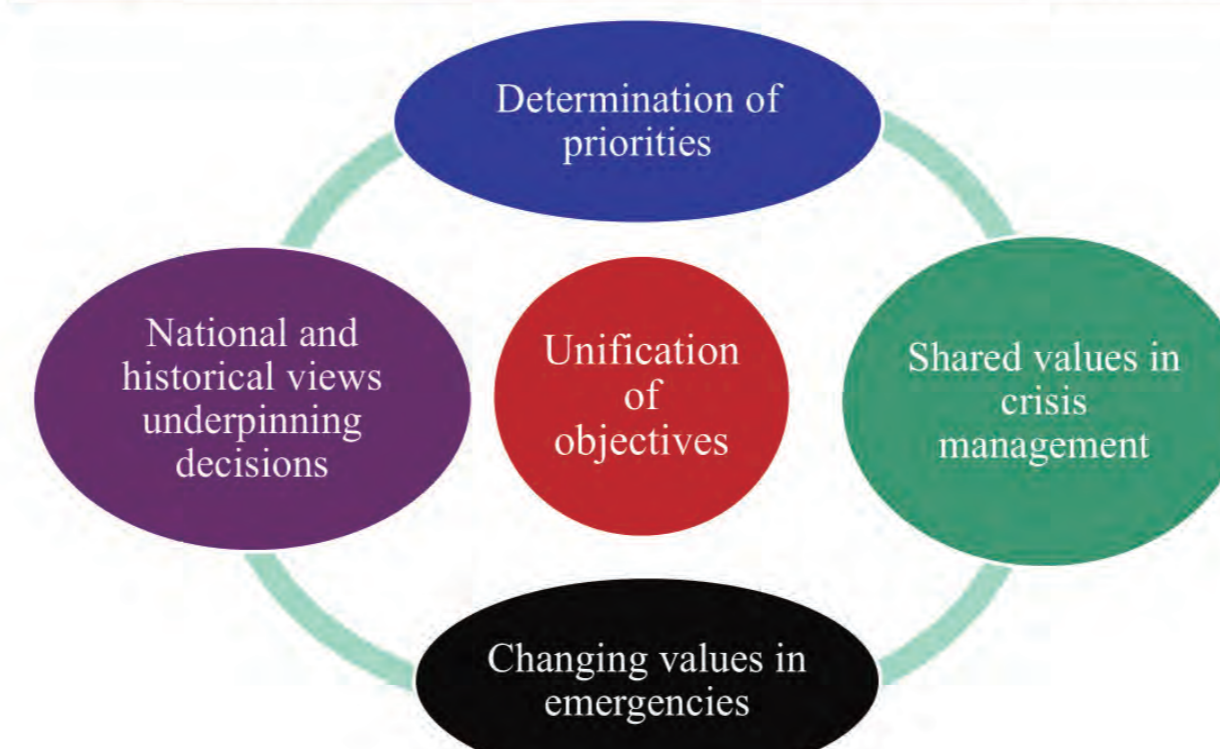
Hostage crisis at the Japanese Ambassador's residence in Peru(1996~7)



Crisis management cycles



Underlying concept of crisis management



Basics of what to do in a crisis (crisis management)

Gathering information to assess the situation Prompt collection of information Selecting the information Rapid situation assessment	Decision-making Determination of coping strategies (Clearly state the purpose of the activity and the immediate objectives) Emergency response activity Establishment of specific activity structures Assignment of tasks to each organization Division of roles between HQ and field enforcement units
Predicting the development of the situation Understanding the nature of the situation Assumption of worst-case scenarios Developing a response plan in view of the evolution of the situation	Precise public relations Publication of a case Publication of developments in the case Calls for expected action Elimination of unnecessary anxiety
Rapid initial response Emergency mobilization of personnel Establishment of a contingency response system	