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public relations as  
being 'about

reputation – the result  
of what you do, what  
you say, and what

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others say about  
you.' So it's  
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Crisis: Daily activity is  
consumed by the  
crisis, which could  
disrupt business;

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Issue: Managed during regular office hours and it is business as usual; 6. Time. Crisis: All crises eventually come to an end, but financial and reputational impacts could linger; Issue: Issues can extend for months, year or decades; 7. Impact. Crisis: Possible threats to health,

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property,  
environment, etc.  
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Issue: Possible  
threats to market  
share, financials and  
reputation; 8.

Outcome. Crisis:  
Minimize damage to  
...

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Between Crisis and  
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Issue management is  
a normal executive  
activity, done  
according to schedule  
in office hours while  
business continues. A

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crisis, by definition, is outside normal experience, it causes top executives to drop all other priorities, and it may severely disrupt continuity of the organization's core business.

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