

Crisis Communication Strategy Meeting

1. Role-Play Dialogue (Approximately 10 minutes)

Setting: A meeting between the CEO and the Public Relations (PR) Manager to discuss crisis communication strategies after a company product recall.

Characters:

- **CEO (James)** – Concerned about the company’s reputation and long-term impact.
- **PR Manager (Lisa)** – Responsible for handling public relations and media communications.

Dialogue:

James: Lisa, our latest product recall is all over the news. How do we manage this situation effectively?

Lisa: We need to act quickly and communicate transparently. If we acknowledge the issue and outline our response, we could maintain customer trust.

James: That makes sense. What should our official statement include?

Lisa: It should clearly explain the problem, what steps we’re taking to resolve it, and how customers can return or replace their products. If we provide a well-structured response, we can minimize reputational damage.

James: Do you think a press conference would be beneficial?

Lisa: Yes. If we engage with the media proactively, we can control the narrative. We should also prepare a Q&A to anticipate difficult questions.

James: What about social media?

Lisa: We must respond professionally and promptly to customer concerns. If we fail to address comments quickly, misinformation could spread.

James: Understood. Let's draft the official statement and schedule the press conference.

Lisa: I'll get started immediately. If we handle this well, we may even strengthen our reputation in the long run.

2. Comprehension Questions and Sample Answers (Approximately 5 minutes)

1. What is the main issue being discussed in the dialogue?

- *The discussion is about managing a product recall and maintaining customer trust through effective crisis communication.*

2. Why does Lisa emphasize transparency?

- *She believes that if the company communicates transparently, it can maintain trust and minimize reputational damage.*

3. What actions does Lisa suggest to handle the crisis?

- *She suggests making an official statement, holding a press conference, preparing a Q&A, and managing social media responses proactively.*

4. How could mishandling social media impact the company?

- *If they fail to address customer concerns quickly, misinformation could spread and further damage the company's reputation.*
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3. Teacher's Lesson Points (Concise Version)

Pre-Class Preparation:

- Review the dialogue, key vocabulary (crisis, communication, transparency, trust), and grammar points (modal verbs and conditionals).

- Be ready to explain crisis communication strategies and provide additional examples.

Introduction (2–3 minutes):

- Ask the student: *“How would you handle a company crisis?”* or *“Have you seen a company manage a crisis well or poorly?”*
- Introduce the lesson objectives: Understanding crisis communication and using conditionals and modal verbs effectively.

Reading & Analysis (10 minutes):

- Have the student read the dialogue aloud.
- Focus on pronunciation, intonation, and fluency.
- Pause to highlight key grammar points (e.g., conditional sentences: *If we communicate transparently, we could maintain trust*).

Comprehension Check (5 minutes):

- Ask the provided comprehension questions.
- Give constructive feedback and clarify any misunderstandings.

Role-Play Practice (Remaining Time):

- Conduct a role-play where the teacher takes one role (e.g., CEO) and the student takes the other (e.g., PR Manager).
- Encourage the student to modify responses and practice spontaneous speaking.

Wrap-Up (2–3 minutes):

- Summarize key vocabulary and grammar points.
- Assign a homework task: *Prepare a short written response or presentation on how to handle a business crisis using modal verbs and conditionals.*