

CRISIS MANAGEMENT

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Fort McMurray

Most significant red alert crisis in Canada

Chronology:

- May 1, 2016 – Forestry Officials spotted wildfire
- May 3, 2016 – 90,000 people evacuated
- Over 1,000 emergency crews fought fire
- 500,000 + hectares wildfire
- Destruction: over 2,400 structures and buildings (Red, Amber Alert?)

The Planning – Before the Fire at Fort McMurray

- How can one plan for this?
- Anticipating the future?
- Risk vs. Reward
- Back-up sites: Location, Location, Location

**The Fort
McMurray Crisis
Hits:
The First Five
Minutes**

After first few minutes... Crisis Management - Internal

Priorities

- Method of communication
- Method of decision making
- Helping its own employees/customers
- Define objectives
- How to ensure objectives align with company values
- Team – internally how to establish and choose who is on team?
 - C-suite
 - How to ensure team is coordinated?
 - Communication and messaging?

External

Municipal/Provincial Authorities Making Decisions – Impact

- External information confirmed as reliable – how to confirm and how to disseminate?
- IIROC

Transitioning after the Worst of the Crisis is Addressed

- Dealing with the questions from the field during or shortly after the crisis?

After the Crisis

Lessons Learned