



THE SECURITY BLUEPRINT™

SECUREOPS™

SB-6104

Crisis Communications

A simple, practical foundation for saying the right thing,
to the right audience, in the first hour of a crisis.

SERIES 6000 • FOUNDATION • V1.0 • FREE PREVIEW

SIMPLE. PRACTICAL. TRANSFERABLE.

Why This Matters

In a crisis, silence or mixed messages often cause more lasting damage than the event itself. Without a plan, well-meaning people end up saying different things to different audiences.

Crisis Communications is the system that answers three questions before anything happens: who speaks for the company, what do they say, and who hears it first.

What This System Covers

Internal
Notification

Spokesperson
Designation

Message
Templates &

Media & External
Messaging

What's Inside the Full System

SB-6104 is a complete 10-section operating system — Policy, Standard Operating Procedure, Roles & Responsibilities, Forms, Checklists, an Audit Tool, a KPI Dashboard, an Executive Summary, and an AI Prompt Pack — built to be implemented, not just read.

See the full table of contents and get access at thesecurityblueprint.com