

Reflection

About this context, the airline's accident created problems for the company and led to problems such as financial issues and so on. Around the same time, the case was a different one because the first stages of the crisis are almost non-existence management crises are significant and they are important to the organization, and there is a type of policy for whether an unexpected occurrence can be handled and the reputation of an organization is ruined. According to Lerbinger 1997, administrator must be transparent, truthful and accurate during a crisis to ensure good contact with the organization.

There are three stages of crisis:

- Pre-crisis: Identify risk and plans for ways to minimize those risks and develop crisis response plan
- Crisis Response: Convene crisis management team with crisis manager communicates with employee and the public
- Post-crisis: Crisis manager continues to meet with crisis management team and revisits crisis response plan to evaluate and revise if needed

Organization management is very successful in taking full advantage of the ability to coordinate both plans at those levels. To me, using this as an analogy for any company, anytime something happens that we don't want to happen, is really beneficial. Plus, if anything great or terrible happens, there will be a good plan for other flight organizations too. That will have a positive organizational effect. Taking the chance anytime something bad happens, to make it better.