**Crisis Impact Value Rating Sheet**

Answer these five key questions, ranking the impact of each between 1 (Least) to 10 (Most):

1. If crisis runs risk of escalating in intensity, how intense might it get and how quickly?
2. To what extent would your crisis fall under someone’s watchful eye, such as the news media or government regulatory agency?
3. To what extent will crisis interfere with normal operations of your business?
4. Is your internal/external public image at risk?
5. To what extent would your company’s bottom line be damaged?

EVENT 1 2 3 4 5 Average

1. \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_

2. \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_

3. \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_

4. \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_

5. \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_

6. \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_

7. \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_

8. \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_

9. \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_

10. \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_

11. \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_

12. \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_

13. \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_

14. \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_

15. \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_

16. \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_

17. \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_

18. \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_

19. \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_

20. \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_

21. \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_

22. \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_

23. \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_

24. \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_

25. \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_

26. \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_

27. \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_

28. \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_

29. \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_

30. \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_

31. \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_

32. \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_

33. \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_

34. \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_

35. \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_

36. \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_

37. \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_

38. \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_

39. \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_

40. \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_

41. \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_

42. \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_

43. \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_

44. \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_

45. \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_

46. \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_

47. \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_

48. \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_

49. \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_

50. \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_