



## JWI 505: Business Communications and Executive Presence

### Academic Submissions and Evaluation

#### Assignment 2: Navigating a Crisis

#### Due Week 6, Sunday (Weight: 25%)

As a leader, you will face multiple crises. While you will easily weather many bad situations, there will be some that will seriously threaten your company and your reputation. How you respond to crises will determine your fate. You must use all appropriate communication tools to emerge victorious. In your course materials, Jack lists five principles for managing a crisis:

1. Assume the worst.
2. There are no secrets.
3. Your crisis management will not be portrayed favorably.
4. Your organization will undergo changes.
5. Your organization will come out of the crisis stronger.

Additionally, Warren Buffett reminds us of four simple steps:

1. Get it *right*.
2. Get it *fast*.
3. Get it *out*.
4. Get it *over*.

For this assignment, you will apply key concepts from your materials – especially from Jack and Warren – to respond to a predicament in two ways. First, you will write a brief analysis of a company that recently underwent a crisis. You will discuss what crisis the company faced, how the company responded, and whether the company's response was successful. Second, you will then write an internal memo from the perspective of a leader within that company. This memo will be addressed to your team members, and it will communicate information about the crisis and your response.

#### Instructions:

- Review your materials from Weeks 4, 5, and 6.
- Review *The Wall Street Journal* article you found for your Week 5 Discussion Question and review your posting. Use these, your course materials, and additional resources, write a 2-3-page paper. Use the outline below to structure your paper:
  1. Describe the crisis faced by your chosen company (1 paragraph)
  2. Summarize how the company responded to the crisis (1 paragraph)
  3. Use Jack or Warren's advice to evaluate how effective the company's response was (1-2 paragraphs)

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4. Provide a strategic overview of your internal memo. Explain what exactly you hope your internal memo accomplishes (1-2 paragraphs)
- Imagine you are a leader in your chosen company. In a 1-2-page internal memo to your team members, explain how you personally would respond to your crisis. Make sure you cover the following:
    1. The nature of the crisis
    2. How the company – and you – are responding to the situation
    3. What steps your team members should take, or what they should expect to do differently

#### **Professional Formatting Requirements:**

Your assignment should follow these formatting requirements:

- Your paper should be typed, double spaced, with a blank line between paragraphs, using a professional font (size 10-12).
- Your paper should include headings and subheadings (to identify main topics and subtopics), with one-inch margins on all sides.
- Your paper should include a cover page containing the title of the assignment, your name, the professor's name, the course title, and the date.
- Application of course material or other resources is needed. References and in-text citations must be included and provide appropriate information that enables the reader to locate the original source. Use the **Writing Standards Guide** in **Course Documents** to guide you in the formatting of your citations.
- The length of 2 to 3 pages does not include your cover page or your references page.
- Begin your 1 to 2-page internal memo with the following headings aligned to the left:
  - TO: *Fill in your team's name* (e.g., Sales Department, Accounting Team)
  - FROM: *Fill in your name*
  - DATE: *Fill in the due date*
  - RE: *Insert an appropriate subject line here*



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**Assignment 2: Rubric**

| Weight: 25%   | Assignment 2: Navigating a Crisis   |   |  |  |  |
|---|---|---|--|--|--|
| Criteria  | Unsatisfactory  | Low Pass  | Pass   | High Pass  | Honors   |
| 1. Summarize both the crisis your chosen company faced and its communication response.<br><br>Weight: 15% | Does not or unsatisfactorily summarizes either the crisis or your company's communication response.   | Partially summarizes the crisis and your company's communication response.  | Satisfactorily summarizes both the crisis and your company's communication response.   | Summarizes both the crisis and your company's communication response very well.  | Provides an exemplarily detailed and insightful summary of both the crisis and your company's communication response.                        |
| 2. Assess the effectiveness of your chosen company's crisis response.<br><br>Weight: 15%                  | Does not or unsatisfactorily assesses how effective the company's crisis response was.  | Assesses the effectiveness of the company's crisis response, but in vague and generic terms.                              | Satisfactorily assesses how effective the company's crisis response was.   | Assesses the effectiveness of the company's crisis response very well.   | Provides an excellent assessment of how effective the company's crisis response was.   |
| 3. Provide an overview explaining your approach to crafting your internal memo.<br><br>Weight: 10%        | Does not or unsatisfactorily explains the student's approach to crafting their internal memo.   | Explains the student's approach to crafting their internal memo, but in vague terms without details.                      | Satisfactorily explains the student's approach to crafting their internal memo.  | Explains the student's approach to crafting their internal memo very well.   | Provides a strong and comprehensive explanation of the student's approach to crafting their internal memo.                                   |
| 4. Craft a crisis response memo to your team members from your chosen company.<br><br>Weight: 30%         | Does not or unsatisfactorily crafts a crisis response memo. Does not explain the crisis, a response, or takeaways for the message's recipients. | Crafts a crisis response memo that partially explains the crisis, a response, and takeaways for the message's recipients. | Satisfactorily crafts a crisis response memo that explains the crisis, a response, and takeaways for the message's recipients. | Crafts a complete crisis response memo that explains the crisis, a response, and takeaways for the message's recipients. | Crafts an exceptional crisis response memo that comprehensively explains the crisis, a response, and takeaways for the message's recipients. |
| 5. Link your crisis response memo to your overview in your paper.<br><br>Weight: 10%                      | Does not or unsatisfactorily links the crisis response memo to the overview laid out in the paper.  | Partially but incompletely links the crisis response memo to the overview laid out in the paper.                          | Satisfactorily links the crisis response memo to the overview laid out in the paper.   | Completely links the crisis response memo to the overview laid out in the paper.   | Exemplarily links the crisis response memo to the overview laid out in the paper.  |

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|--|---|---|---|---|--|
| Criteria   | Unsatisfactory  | Low Pass  | Pass  | High Pass   | Honors   |
| <p>6. Both the 2-3-page paper and 1-2 page internal memo are well written and succinct, using formal business language.</p> <p>Both parts are professionally formatted and free from grammar and spelling errors.</p> <p>Your paper includes in-text citations and references that enable the reader to identify sources.</p> <p>Weight: 20%</p> | <p>The paper and memo are poorly written and do not use formal business language.</p> <p>Both parts are poorly formatted and/or there are many grammar and spelling errors.</p> <p>References are not included in a manner that enables the reader to identify sources.</p> | <p>The paper and memo are adequately written and make some use of formal business language.</p> <p>One or both parts are poorly formatted in places and/or there are some grammar and spelling errors.</p> <p>References may not be included in a manner that enables the reader to identify sources.</p> | <p>The paper and memo are satisfactorily written, clear, and make adequate use of formal business language.</p> <p>Both parts are satisfactorily formatted and there are few grammar and spelling errors.</p> <p>References are included in a manner that enables the reader to identify sources.</p> | <p>The paper and memo are very well written, succinct, and make good use of formal business language.</p> <p>Both parts are well formatted and there are minimal grammar and spelling errors.</p> <p>References are included in a manner that enables the reader to identify sources.</p> | <p>The paper and memo are exceptionally well written, succinct, and make excellent use of formal business language.</p> <p>Both parts are very well formatted and there are no grammar or spelling errors.</p> <p>References are included in a manner that enables the reader to identify sources.</p> |