

July 9, 2024



Julie Talenfeld of Boardroom PR. Courtesy photo

COMMENTARY

Navigating Crisis Communications Like a Pro: Lessons From Ted Lasso

Ted's unique approach to leadership and crisis management offers valuable lessons that can be applied to public relations in any industry.

July 09, 2024 at 11:47 AM

🕒 3 minute read

By Julie Talenfeld | July 09, 2024 at 11:47 AM

In the ever-evolving world of business and law, handling a crisis can feel like trying to navigate a stormy sea with a paddle. But what if we could turn to an unlikely source for guidance? Enter Ted Lasso, the lovable, optimistic coach from the hit TV series. Ted's unique approach to leadership and crisis management offers valuable lessons that can be applied to public relations in any industry.

Embrace Optimism

One of Ted's most endearing qualities is his unwavering optimism. When faced with a crisis, it's easy to get bogged down by negativity and panic. However, maintaining a positive outlook can help steady the ship. Optimism isn't about ignoring the problem; it's about fostering a mindset that focuses on solutions. In a PR crisis, this means acknowledging the issue, communicating transparently with your audience, and reassuring them that steps are being taken to resolve it.

Communication Is Key

Ted's ability to connect with his team through open, honest communication is a cornerstone of his success. Similarly, in crisis communications, clear and transparent messaging is vital. Whether it's addressing a data breach, a legal dispute, or a public mishap, businesses and law offices must prioritize honest communication. Provide regular updates, answer questions promptly, and avoid jargon that could confuse or alienate your audience.

Teamwork Makes the Dream Work

Ted Lasso's emphasis on teamwork is another crucial lesson for crisis management. No one person can handle a PR crisis alone; it requires a coordinated effort from your entire

team. Establish a crisis response team that includes members from various departments, including legal, communications, and IT. Ensure everyone is on the same page and understands their role in the crisis response plan. This unified approach can help mitigate damage and ensure a swift, effective response.

Learn and Adapt

In the series, Ted often reflects on his mistakes and learns from them. This adaptability is essential in PR. After a crisis has passed, conduct a thorough review of what happened, how it was handled, and what could be improved. Use these insights to refine your crisis communications plan, ensuring you're better prepared for future challenges.

Stay Human

Finally, Ted Lasso's humanity and genuine care for others are traits that can greatly benefit crisis communications. Show empathy and understanding towards those affected by the crisis. Whether it's your clients, customers, or employees, acknowledging their concerns and demonstrating that you care can go a long way in rebuilding trust.

By channeling your inner Ted Lasso, businesses and law offices can navigate PR crises with grace and effectiveness. Embrace optimism, communicate clearly, work as a team, learn from your experiences, and stay human. These principles not only help manage crises but also strengthen your organization's overall resilience and reputation.

So next time a storm hits, remember: Be a goldfish. Forget the mistakes quickly, learn the lessons, and keep moving forward with a smile. Ted would be proud.

Julie Talenfeld is the founder and CEO of Boardroom PR. Contact her at Jtalenfeld@boardroompr.com.