

A FREE UNCOM MEDIA RESOURCE



Is Your Organization Exposed?

A crisis exposure self-assessment to help any organization see where it may be vulnerable before a crisis happens.

HOW TO USE THIS ASSESSMENT

Check every statement on the following pages that is true for your organization.

The more boxes you check, the more areas of potential exposure you have.

Total your checkmarks and review the exposure key on the final page.

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Crisis Exposure Checklist

UNCOM Media | Check every box that applies to your organization

1. Leadership & Governance Structure

- ☐ The founder or top executive still holds sole or final decision-making authority
- ☐ Two or more board members or senior leaders are related by blood or marriage
- ☐ No term limits exist for board or senior leadership positions
- ☐ There is no documented succession plan if a key leader left suddenly
- ☐ One person holds multiple critical roles, for example CEO and CFO

2. Vulnerable Populations You Serve

- ☐ The organization works with minors, such as childcare, camps, schools, youth sports, or family programs
- ☐ The organization serves elderly, disabled, or medically vulnerable individuals
- ☐ Staff or volunteers interact with vulnerable individuals without a completed background check
- ☐ There is no two-adult or line-of-sight rule for interactions with minors or vulnerable adults
- ☐ There is no clear, written process for reporting suspected abuse, neglect, or misconduct

3. Employees, Contractors & Volunteers

- ☐ Volunteers or contractors significantly outnumber direct employees
- ☐ There is no formal screening or onboarding process for new hires, contractors, or volunteers
- ☐ There is no written employee handbook or code of conduct
- ☐ No designated person or process handles employee or volunteer complaints
- ☐ The organization has seen high staff or volunteer turnover in the past year

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4. Facilities & Physical Security

- ☐ The building or site is regularly open or accessible to the public
- ☐ There is no security team, front desk, or written security plan on-site
- ☐ There is no visitor check-in or badge system
- ☐ The property doesn't have working security cameras
- ☐ There is no written lockdown or active-threat response plan

5. Workplace Safety & High-Risk Operations

- ☐ Employees or contractors operate heavy machinery, power tools, or hazardous equipment
- ☐ The work involves heights, confined spaces, chemicals, or other elevated physical risk
- ☐ There is no formal safety training or certification program
- ☐ The organization has had a workplace injury, safety complaint, or reportable incident in the past two years
- ☐ There is no designated safety officer or documented safety plan

6. Fleet, Equipment & Transportation

- ☐ The organization owns or operates vehicles, vans, trucks, or heavy equipment
- ☐ Employees or volunteers drive others, deliver goods, or transport equipment in personal or company vehicles
- ☐ There is no driver screening, license check, or vehicle inspection process
- ☐ Commercial auto and liability insurance coverage hasn't been reviewed in the past year

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7. Financial Controls

- ☐ One individual controls finances without independent oversight
- ☐ There is no annual budget review or approval process
- ☐ Cash or high-value transactions are handled by a single person
- ☐ There are no written financial policies or procedures
- ☐ No independent financial audit or review has been done in the last two years
- ☐ General liability, property, and umbrella insurance coverage hasn't been reviewed recently

8. Data, IT & Cybersecurity

- ☐ The organization stores sensitive customer, patient, or employee data, including financial or medical information
- ☐ There is no written data security or privacy policy
- ☐ The organization has no cyber liability insurance
- ☐ Multi-factor authentication isn't required across critical systems
- ☐ There is no documented plan for responding to a data breach or system outage

9. Location & Natural Disaster Risk

- ☐ The organization sits in a region prone to hurricanes, tornadoes, floods, wildfires, or earthquakes
- ☐ There is no written emergency or disaster response plan
- ☐ Financial, operational, and legal records aren't backed up off-site or in the cloud
- ☐ There is no communication plan for closures or emergencies

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10. Digital Presence & Public Visibility

- ☐ The organization is active on social media without a posting or moderation policy
- ☐ No one monitors the organization's online mentions or reputation
- ☐ Executives or public-facing employees carry a personal following closely tied to the brand
- ☐ There is no policy guiding employee conduct on personal social media

11. Legal, Compliance & Community Exposure

- ☐ The organization has no ongoing relationship with an attorney
- ☐ There are no written policies for handling harassment or misconduct allegations
- ☐ The organization has faced a lawsuit, legal complaint, or formal grievance in recent years
- ☐ There is no plan for responding to media inquiries during a crisis
- ☐ The organization is actively engaged in politically or socially sensitive issues
- ☐ No one is designated to speak on the organization's behalf during a crisis

YOUR SCORE: _____ **out of 54**

0 to 7	Low Exposure	Your organization shows strong foundational safeguards. Keep reviewing these areas regularly.
8 to 18	Moderate Exposure	Several gaps exist that could grow into real problems if left unaddressed.
19 to 29	Elevated Exposure	Your organization has meaningful vulnerabilities across multiple areas.
30 to 54	High Exposure	Your organization is significantly exposed. A crisis in any of these areas could seriously affect your leadership, people, and reputation.



You've Found the Gaps. Let's Close Them.

A checklist can show you where you are exposed. It can't build the governance, training, and response plans that actually close those gaps. That takes a real plan, built for your organization, before you need it.

UNCOM Media helps organizations of every size and industry turn a self-assessment like this into a complete crisis readiness plan, including policies, training, and a tested response protocol for the day something goes wrong.

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