

In Times of Crisis, What Matters More – Speed or Quality of Response?



In times of crisis, a slow, ineffective response spells disaster for a company's stock price. But what matters more – speed or quality of response?

[Hot Paper Lantern](#) analyzed how 80

companies communicated during a significant crisis event. The research shows that how and when a company responds to a crisis is directly linked to the performance of its stock price over the short- and long-term.

In a perfect world, a swift and effective crisis response is ideal; however, our data reveals that if companies need to sacrifice one over the other, taking more time to respond with intention takes precedence over a quick, yet insufficient response.

Communications professionals are using this data to assess their company's level of crisis preparedness and to demonstrate to their leadership the potential financial impact of being unprepared.

Download your copy of the report today.