The Recovery Playbook

BLANK WORKSHEET **Brand:** _____ **Date:** _____ **By:** _____

What to say, who says it and how fast when something goes wrong. Plan it now, while nothing is on fire.

WHAT IT IS
A set of ready answers for the problems every store eventually has: late orders, wrong items, a send that should not have gone out. Written in advance, in your own voice.

HOW TO USE IT
1. List the situations that could happen. 2. Say how you would find out. 3. Set a time limit for the first message. 4. Draft the message kit. 5. Name who approves.

WHY IT MATTERS
How you handle a mistake is often remembered longer than the mistake. A fast, honest, plain message keeps trust. Silence loses it.

The four parts of a good recovery message

1. SAY WHAT HAPPENED	2. OWN IT	3. SAY WHAT YOU ARE DOING	4. SAY WHAT THEY CAN DO
Plainly, in one or two sentences.	No blame and no excuses.	A real fix with a real time.	One clear step and a reply path.

Do not offer discounts as a first move. Fix the problem, then decide whether a gesture is warranted.

Situations and response times

List each situation, how you will find out, and the longest you will wait before the first message.

SITUATION	WHO IS AFFECTED	HOW WE FIND OUT	FIRST MESSAGE WITHIN	OWNER

Message kit

Draft the subject pattern and the must-haves for each situation now. Keep it plain and warm.

SITUATION	SUBJECT LINE PATTERN	MUST INCLUDE	MUST NOT INCLUDE	APPROVED BY

Action plan and review rhythm

Turn what you found into a short list. Fix the highest impact items first, and give every item an owner and a date.

#	ACTION	LINKED FINDING	EFFORT	IMPACT	OWNER	DUE
1						
2						
3						
4						
5						

Review rhythm

AFTER EVERY INCIDENT
Hold a ten-minute review: what happened, how fast we told people, what we change.

QUARTERLY
Read the kits again. Update times, names and tone.

YEARLY
Run a pretend incident and time the first message.

Next: the Reply Loop turns the replies you get during a problem into lasting fixes.