AH-HA
Simplicity Accelerates Results

Show Up Better: A Human-Centered Guide to Crisis Communications

When crisis strikes, people remember how you show up. Not your pitch. Not your product. But your presence.

It's time to bring empathy back to marketing.
This guide is for marketers, sales professionals, and business leaders who want to lead with empathy, not opportunism. Use it to center your intentions, protect your reputation, and help your team navigate high-stakes moments with integrity.

The Four-Question Gut Check

Before you hit send, post, or pick up the phone to call someone in crisis, ask yourself:

1. Is this helpful to them—or just beneficial to us?
2. Would I want to receive this if I were in their shoes?
3. Could this wait until the crisis has passed?
4. Would I be sending this if there weren't a crisis?

What Real Help Looks Like

Real help meets people where they are—without pressure, pretense, or a pitch.

1. A supportive note to check in, without a pitch.
2. Actionable resources tailored to the situation.
3. Amplifying the people who are doing real, needed work.
4. Offering flexible timelines, payment terms, or simply empathy.

Trust Is Built Before the Crisis

If your first outreach to someone is during their worst moment, it's not support—it's strategy. And they'll see right through it.
Trust isn't something you earn with a perfectly timed message. It's built over time with every action you take before the pressure's on. It's showing up when no one's watching. Listening more than you speak. Offering help without a hook so when the stakes are high, your presence doesn't feel opportunistic—it feels reliable.

And that reliability? That's what makes you unforgettable.

Let's Create an Ah-Ha Moment

Want to lead with empathy? Let's talk.

ah-ha.ai
info@ah-ha.ai
+1.860.778.6431