



Stop the Bleed Crisis Triage Worksheet

The Crisis Response Guide is designed to help your team rapidly assess a developing situation, clarify priorities, and coordinate the first critical actions using the MARCH Protocol. In moments of pressure or in training, use this template to walk through each stage of the MARCH sequence, document the current state, and outline immediate actions. The goal is to create fast alignment and a shared understanding of the problem before decisions are made. Examples are included.

How to Use This Template

1. Describe the Incident

Summarize what happened in one to two sentences. Keep it factual and neutral—this becomes the anchor for all decisions.

2. Walk Through Each MARCH Step

Identify the “massive bleed,” clarify alignment gaps, assess impacts to revenue and cash flow, and identify human performance concerns. Document observations directly in the fields provided.

3. Capture Immediate Actions

For each category, list the steps that need to occur in the next 24–72 hours. Prioritize speed, clarity, and ownership.

4. Assign Owners and Deadlines

For every action, assign a single accountable owner. Lack of ownership is the biggest reason crisis responses fail.

MARCH Step	Action and owner
M: Massive bleeds	
A: Alignment	
R: Revenue flow	
C: Cash flow	
H: Human resilience	

Example: Applying MARCH to a Supply-Chain Shock

Scenario: An unexpected plant shutdown or key-supplier failure can bleed a company dry within days. A fire at the only qualified circuit board supplier for your flagship hardware product shuts its Malaysian plant for at least six weeks, stranding \$48 million in open purchase orders, threatening key-account deliveries within ten days, and triggering liquidated-damages clauses that could wipe out the quarter.

MARCH Steps	Supply-Chain Action
M: Massive bleeds	Stop the outflow of inventory and cash. • Freeze new purchase orders to the failed supplier. • Activate safety-stock locks in enterprise resource planning (ERP) so planners can't draw down critical SKUs. • Halt customer promotions that would accelerate back orders.
A: Alignment	Establish a single command channel. • Chief Operations Officer (or Crisis Lead) becomes incident commander. • Daily cross-functional stand-ups: Ops, Sales, Finance, Legal. • Push real-time part-shortage dashboards to execute mobile devices.
R: Revenue flow	Keep revenue breathing where possible. • Reprioritize orders by margin and strategic accounts. • Offer partial-kit shipments or service credits to avoid cancellations. • Communicate transparent ETAs within twenty-four hours.
C: Cash flow	Infuse working capital before shock hits. • Draw on revolving credit or pull forward factoring lines. • Negotiate expedited payment terms with alternate suppliers. • Defer noncritical capital expenditures and travel.
H: Human resilience	Protect cognitive clarity and morale. • Rotate planners and buyer teams to avoid twenty-hour shifts. • Issue twice-weekly "state of the supply chain" updates to all hands. • Reward field improvisations that keep products flowing.

Example: Applying MARCH in a Reputational Meltdown

Scenario: A junior brand manager schedules a tone-deaf meme on the company's official social media feed during a sensitive social-justice week. Within two hours, #BoycottBrandX is the platform's number one trend, three marquee customers announce they're suspending partnerships, and the stock drops 11% in premarket trading.

MARCH Steps	Reputational-Crisis Action
M: Massive bleeds	Stop the spread. • Delete the post across all channels. • Lock brand's social credentials; require two-factor reset. • Pause all scheduled content and paid ads.
A: Alignment	Open a single, clear-communications airway. • CMO becomes incident commander. • Crisis-communications "war room" pushes a unified holding statement within sixty minutes. • All spokespeople routed one script to speak with one voice.
R: Revenue flow	Stabilize customer oxygen. • Call top twenty clients personally inside six hours; offer make-good credits. • Launch FAQ page and social direct message triage for consumers. • Continue order fulfillment; flag any boycott-driven cancellations for concierge outreach.
C: Cash flow	Infuse liquidity for restitution. • Model worst-case client churn and ad-pull penalties. • Freeze discretionary marketing spend; redirect to crisis response. • Secure short-term line if boycott drags on more than thirty days.
H: Human resilience	Protect morale and cognitive clarity. • Daily all-hands briefings; acknowledge employee anxiety. • Provide social-media harassment resources for frontline customer management staff. • Schedule debrief/training on cultural competence once crisis stabilizes.

General: Applying MARCH in a Missed Deadline

Scenario: Your team is three weeks from delivering a key internal project. Suddenly, two people are out sick, priorities keep shifting from leadership, and competing requests are eating into focus time. Deadlines start slipping, the quality of output drops, and stress is spreading through the group. You don't control budget or company strategy, but the team looks to you for stability.

MARCH Steps	Reputational-Crisis Action
M: Massive bleeds	Stop the loss of time and Focus. • Cancel or defer nonessential tasks. • Put all side projects on hold. • Escalate only the single biggest blocker to leadership for immediate support.
A: Alignment	Clear the Confusion. • Publish a one-page update: what's in, what's out, and who owns what. • Hold a daily 10-minute huddle to reset priorities. • Route all questions through one agreed-upon channel to cut noise.
R: Revenue flow	Stabilize customer oxygen. • Prioritize deliverables that demonstrate real progress, even partial wins. • Share updates with stakeholders twice a week to show momentum. • Track tasks on a visible board so the team sees progress building.
C: Cash flow	Infuse liquidity for restitution. • Redistribute tasks fairly to avoid burnout. • Cancel low-value meetings and streamline reporting. • Flag resource gaps (approvals, access, tools) quickly to leadership.
H: Human resilience	Protect morale and cognitive clarity. • Acknowledge stress openly in check-ins. • Celebrate small wins weekly—progress over perfection. • Schedule a short debrief after delivery to capture lessons and close the loop.