

Managing Crisis: an Overview of Challenges and Priorities for Public Managers and Leaders Facing Disasters

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Abstract: We can identify, at least, two analytical levels in crisis management: an operative/instrumental level and a political/communicative level. The crisis management scientific literature has focused mainly on the first one, but it has not paid sufficient analytical attention to the second one. In this paper, we will analyze synthetically the set of challenges that represent for the public administrations and authorities each one of these two crisis management levels in environmental disasters, though we understand it displays at all types of disasters. These challenges demand specific management priorities and actions for public managers and leaders. In doing this, we try contributing to revalue the political/ communicative level, because we understand that success of environmental crisis management depends as much on the suitable response that "crisis leaders" give to the political challenges and of strategic communication like which "crisis managers" give to the operative/instrumental ones appropriately.