Crisis Management Questions - 2

1 In a narrative format, summarize the key facts and issues of the case.

2 Update the information in the case by researching it on the Internet. Focus your response on the specific issues in the case.

3 Was the Deepwater Horizon accident a problem associated more with cost cutting or with a faulty process safety culture?

4 What impact did BP's strategy have on the crisis?

5 Assume the role of Tony Hayward's successor as CEO of BP. What steps would you take to address the crisis and rebuild BP's reputation?