

WHAT A LEADER SHOULD KNOW

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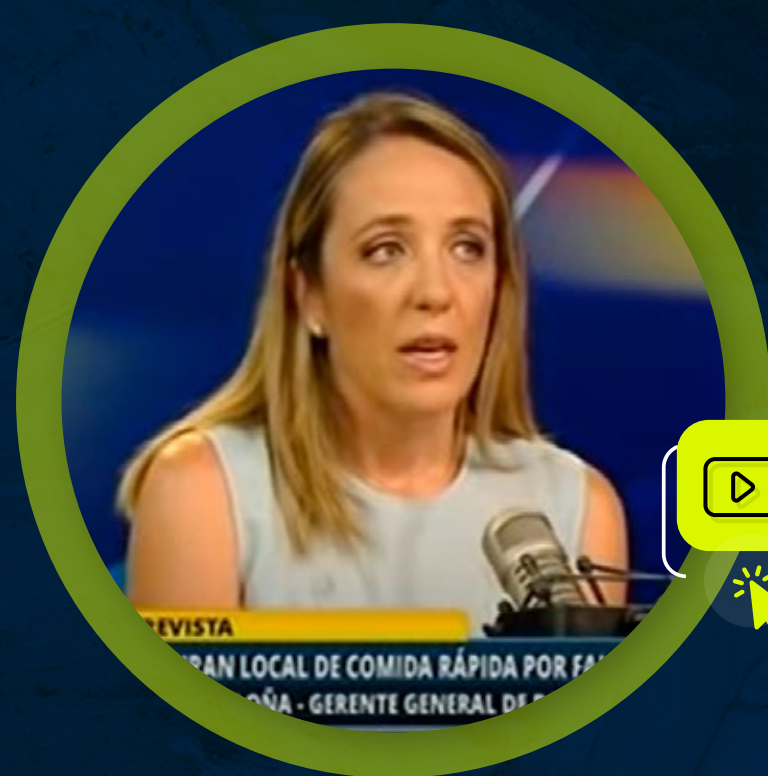
HANDLING STATEMENTS AROUND SENSITIVE TOPICS



Don't let it happen to you!

As representatives of our company, it is important to be informed regarding relevant Argos matters. Keep in mind that in sensitive scenarios an inappropriate reaction or response can cause an increase in negative attention surrounding a situation.

The best way to learn is through past mistakes. That is why we would like to share an example that will help us learn and reflect on our roles as leaders.



Bárbara Boloña
General director
Domino's Pizza in Peru



REFLECTIONS:

1

Barbara's answer was very damaging and served as a preamble to a bigger issue: the complaint on TV and networks from employees themselves about unsanitary conditions in the preparation of the pizzas and a terrible working environment.

2

"We are not communicators; we are pizza makers" was a extremely damaging statement from a corporate point of view because it showed insensitivity and decontextualization. We must avoid releasing statements like the one just mentioned. Such instances will lead to negative comments in the media on social networks.

3

After the event went viral, the Peruvian authorities went to investigate these allegations. However, inspectors were told that they were not allowed to carry out the sanitary inspections. Failure to cooperate with the authorities can further complicate the crisis.

4

As a result, the headquarters of the multinational corporation in Ann Arbor MI, was ordered ordered to temporarily close all Domino's franchises in Peru while the situation was solved.

5

"We are shocked and horrified by this situation, which is unacceptable on all levels," stated Tim McIntyre, vice president of Communications for the company.

REMEMBER!

- Being a good spokesperson is a skill that is developed over time.
- We are more than spokespersons, we represent our whole company when we interact with the media.

If you have questions about spokesperson issues or if you receive requests for information by a journalist or the media, you can contact:

Piedad Monsalve: (+57) 301 388 96 52 Raquel Yepes: (+57) 313 791 69 01
or Kelly Vega in USA and Sofia Pereira in CCA.



AND LAST ...

Juan Esteban has a message for you!



#DONTLETTYOURGUARDDOWN