



Vocabulary unit 4 Risk

Instructions: Match each phrase to its correct definition.

- A. run simulation exercises
 - B. express care for
 - C. be resilient to crises
 - D. take ownership
 - E. show public remorse
 - F. have robust communications plans in place
 - G. restore its reputation
 - H. learn from each other's mistakes
 - I. start with proper contingency planning
1. ___ To practice emergency situations before they happen
 2. ___ To accept responsibility for a problem
 3. ___ To recover and remain strong during difficult events
 4. ___ To show concern or empathy
 5. ___ To rebuild trust after damage
 6. ___ To publicly admit fault and apologize
 7. ___ To prepare alternative actions in advance
 8. ___ To be ready to communicate clearly in emergencies
 9. ___ To improve by analyzing shared errors

Instructions: Use the correct vocabulary item. Adjust the form if needed.

1. After the data breach, the CEO decided to _____ for the company's failures.
2. The airline was surprisingly _____ and returned to normal operations quickly.
3. To avoid confusion, organizations must _____ before a crisis occurs.
4. The company held a press conference to _____ to affected customers.
5. Emergency teams regularly _____ to prepare for real disasters.
6. Strong leadership helped the company _____ despite the scandal.
7. Global teams improve faster when they _____.
8. Effective crisis response should always _____.