



# Crisis?

Stay ahead  
of the  
**curve**

## When the world is in economic turmoil... Identify, stress-test and neutralise business threats.

**Outsiders often see what you don't. Your good name is everything: lose it and you lose your business. Trust is gone.**

- Your business, your products, your clients, your staff and **your reputation** are your most valuable assets. **Why not** protect them?
- Identifying, stress testing and neutralising potential business threats – even obscure possibilities – is vital to ensure your business stays ahead of the curve and retains your good relationships.
- Protecting your right to operate can be as simple as listening to your employees!
- Stress-testing and reacting is one thing: unearthing unseen global and local risks is even more important. Only then can you adjust and plan. Let us apply our global experience to help you look ahead, test and plan.
- Our Team has more than 40 years experience of covering or uncovering the world's best known

crises. **The team** sees things differently to you and they also know the harsh/often accusatory questions to ask that would put you on the spot. Their experience in advising global companies is invaluable.

- So don't wait for someone to push the panic button. **Let us help** you find the issue before someone else does.
- Experience shows that most issues can usually be resolved, before they become an external crisis. But in today's fast moving communications world, the smallest issue can escalate quickly into a crisis. One social media post by a disgruntled employee could do just that! How someone else sees your issue can be vastly different to the way you see it. How it may impact **them** is what worries them most. Don't lose your customers or your regulatory right to operate.

*NB: This process can also surprise you when we find positive stories that can promote and grow your business.*



# When the world is in economic turmoil...

## Identify, stress-test and neutralise business threats.

**Not every crisis can be foreseen:** but the eyes of outsiders with expertise are a valuable asset to have on hand. Regular checks give management a fresh perspective.

### We believe it is crucial to give your business:

- Resources
- Confidence
- Knowledge
- Insight
- Capability

### What does this involve?

Early problem recognition; regular audits; listening to your staff; allowing us access to your teams across local or global jurisdictions to identify and avoid 'trip wires' that could escalate a crisis; bring a wider perspective to the Company/Group outlook.

We enable staff to check in with us on line or via zoom if they are unsure of what they see.

### What kind of checks could be useful before a crisis?

Check terms of all contracts carefully; know the scope of your responsibilities (to your staff, suppliers, and clients) under its terms; know who will use your equipment/product and how; be aware of branding issues.

### How you communicate shapes your recovery

**Control the narrative** from the start or someone else will. Remember social media is instant and bad news travels faster than good.

Ensure you have a **comprehensive media policy** in place at both company and employee level.

### Make sure staff know and 'live out' your Company's/Group's values, including:

- Safety & Security
- Care & Respect
- Communication
- Customer business growth
- Integrity
- Accountability
- Collaboration

### The role of your management team

To **build a sound basis** for the Company/Group from which to operate; to foster unity across the Company/Group; to know your limitations.

**To be open and honest with the staff** – build an environment of trust; to know and listen to them; keep

things simple. Unearth the truth before the media does; face up to problems before they become mountains; be ahead on social media and build, build your reputation. Everything you do and say will have an impact on it.

**Above all don't be afraid when a crisis hits;** today's news is tomorrow's wastepaper.

### The Consultancy Team

The Team is led by **Chrissie Smith** and may include global communications specialists across most geographical business sectors depending on client needs and operational locations.

We work globally online (and on site where appropriate) across all regions to enable clients to bring together their management/staff for individual or group consultancy work.

### Who do we work with?

Global Data, and Digital Technology companies, Defence, Manufacturing, Packaging and Distribution, Healthcare and Bioscience, and many other sectors.

### Why us?

**Chrissie Smith** is an experienced international communicator and Board Adviser and she and her Team are passionate about helping you protect and grow your business and communicate your story, so that people want to collaborate with you and will recommend you to others.

**The Team** has extensive broadcast media expertise, knowledge and communications consultancy experience working with global, government and private sector organisations. They regularly critique crisis strategies and company policies to identify either hidden gems leading to positive developments to promote your success, or identify hidden issues to protect you from pitfalls.

All the Teams' years of media and business experience enable them to analyse working behaviours and use this to provide guidance on enhancing or protecting your business.

Individual biographies are provided when the needs of individual clients have been determined and relevant specialists allocated across regions and sectors in which clients operate.

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