



Communication that keeps you in control

- > Crisis communications team development
- > Crisis communication planning and response
- > Stakeholder engagement
- > Reputation protection

Our communications advice focuses on how to achieve a prompt, measured and strategic response in a crisis, aligned to and integrated with the crisis management strategy.

We equip our clients to decide on and then stick to an agreed communication strategy and retain control of the message, ensuring it reaches the right stakeholders, whether regulators, government bodies, police, employees, public or the media. With reputational damage limited in this way, the business is better placed to stay on track, deliver against its commercial objectives and even has an opportunity to build trust in the face of adversity.

Process

Effective crisis communication is all about having the right teams and processes in place. So our initial work is focused on identifying and engaging with the key stakeholders within the business. Working side by side with our client's communications team, we assess any legal obligations and influencers while also analysing the existing communications framework. This enables us to develop a clear understanding of how information currently flows out of the organisation and how this can be improved, with a particular focus on the communication team and strategy. These findings then shape our recommendations on developing both the organisational structure as well as its communications processes and plans.

The crisis communication plan is, ideally, delivered as a pivotal part of a wider crisis management planning brief.

Benefits

We give our clients the confidence and reassurance that comes from knowing their teams are prepared for even the most extreme circumstances. By embedding a strategic plan at the highest level and cascading it down through the organisation, we ensure that the response to a crisis will go beyond the purely tactical and operational to enable the business to maintain its strategic focus.