

A crisis of confidence

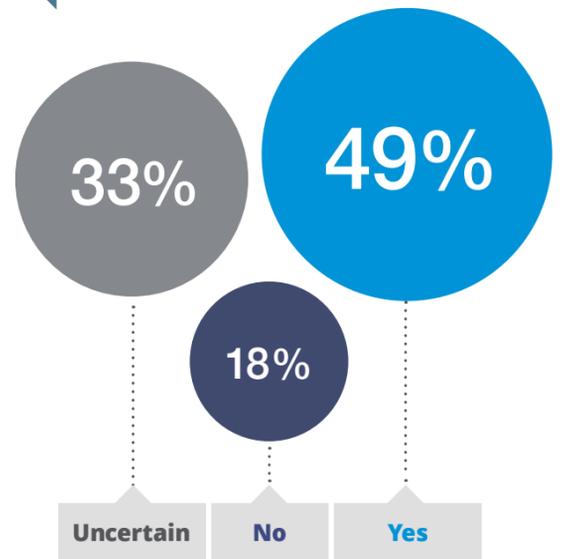
Board members around the globe have confidence in their organizations' ability to deal with crisis situations. But a closer look suggests that many have farther to go on the journey to being truly crisis-ready. In fact, the **data demonstrated a clear vulnerability gap between self-reported vulnerabilities and crisis management plans**. More than 300 board members share views from around the globe.

Most board members believe their companies are ready—especially in larger companies¹

62% of overall companies
82% of companies with over US\$10B in revenue

are confident in their organization's crisis management strategies and capabilities

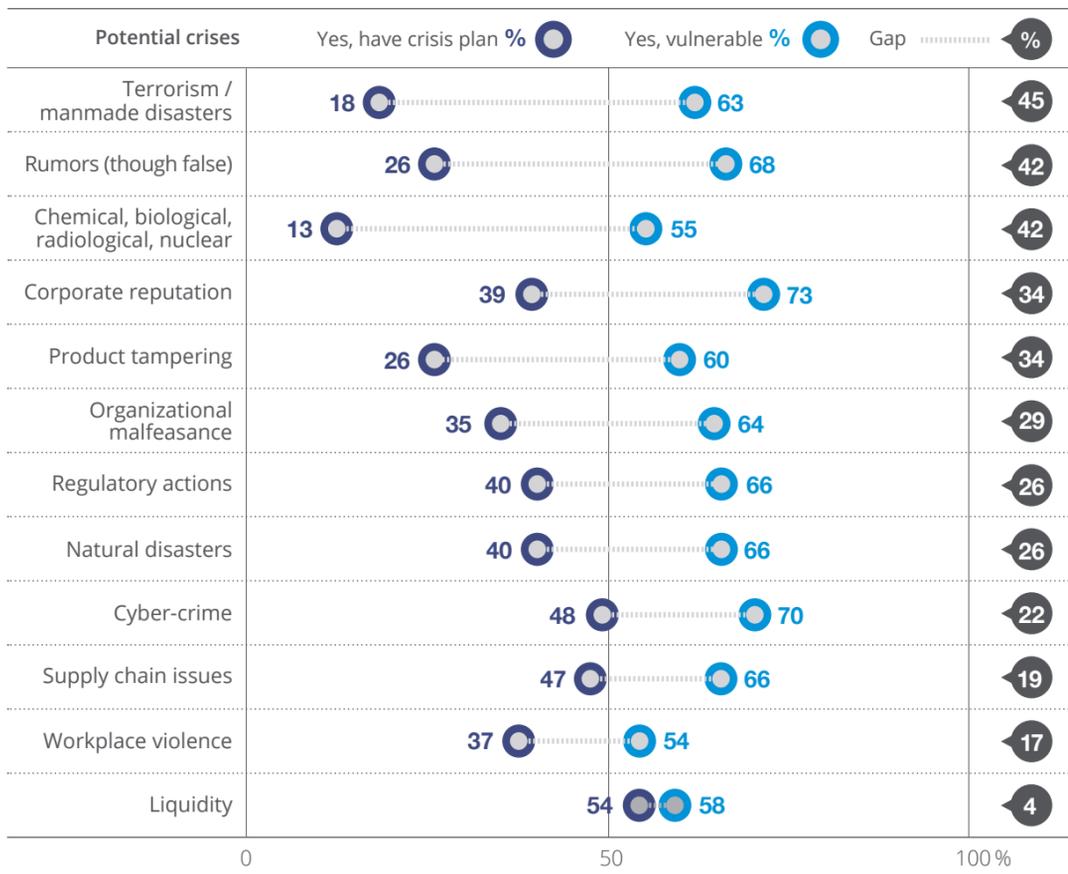
When asked if organizations define a specific set of actions—a distinct "playbook"—for crisis scenarios, respondents answered...



Key steps to prepare for crisis: Most go ignored at half of companies or more²



Board members see threats but their companies aren't ready to handle them³



There are a number of steps board members can take to accelerate their progress on the journey from crisis awareness to crisis readiness.

Here are a few steps organizations can take right now:

Build crisis capabilities into the membership and structure of the board.

Build crisis awareness into everyone's job description.

Embrace the board's role as the guardian of reputation.

Learn more

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Areas of the business most affected by past crises⁴



¹ Respondents who answered "4" or "5" on a five-point scale where 1= not at all prepared and 5= fully prepared
² Respondents who answered "4" or "5" on a five-point scale where 1= not at all and 5= extensively

³ Respondents were asked to check all that applied for the risks which their company maintains a formal crisis plan. The recognized vulnerabilities are from respondents who answered "3," "4," or "5" on a five-point scale where 1= not at all vulnerable and 5= extremely vulnerable
⁴ Respondents selected all that applied

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