

How prepared are you?

What is Crisis

A crisis can be a result of issues or incidents that may be ignored or unforeseen events with a potential to harm the business objectives. In either of the scenario, an organisation should be prepared to deal with the eventualities

BS 11200 states



A crisis management capability should be strategically directed from the top of an organisation and implemented through a crisis management framework.



Training and exercising should encourage individuals to ask reflective and searching questions about the organisation's readiness.



Effective crisis management requires the ability to analyse situations, set strategy, determine options, make decisions, and evaluate impact.

What qualifies as a Crisis

Issue

Abnormal event of low severity to the organisation that may cause loss or disruption and could lead to an incident.

Often brief or isolated in nature, with a low impact and a clear resolution path.

Incident

Abnormal event of significant severity to the organisation that may cause disruption and could lead to a crisis.

Often lengthy in duration or widespread, with a higher impact and a more complicated resolution path than an "issue."

Crisis

Abnormal and unstable situation that threatens the organisation's strategic objectives, reputation, or viability.

Often protracted and widespread, with a highly ambiguous and complex path to resolution. May result from a combination of "incidents."

Crisis Management Life-cycle

Readiness

Strategic Risk/
Crisis Management
Planning

Simulation

Response

Crisis Communications

Real-Time
Response

Recovery

Post-Crisis
Response

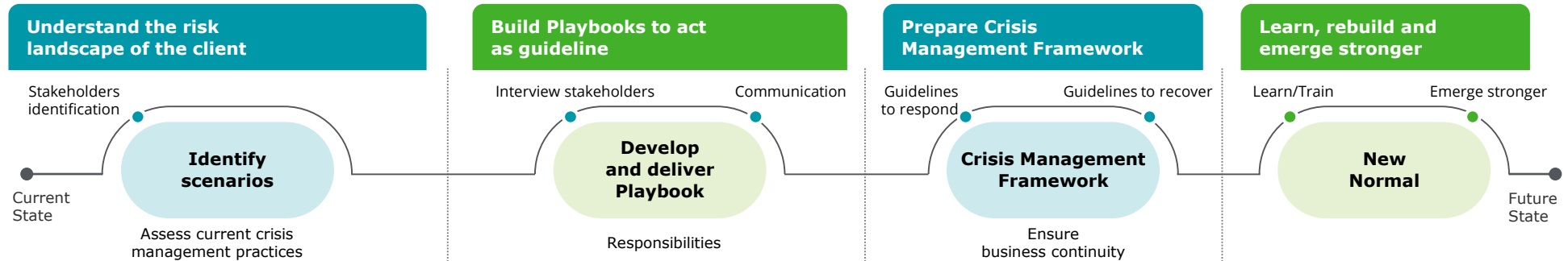
Post-Crisis
Assessment

CRISIS TRIGGER*

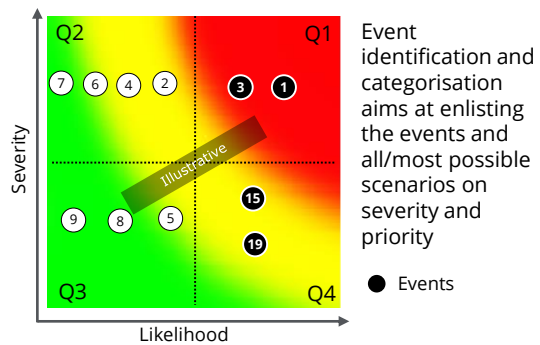
CRISIS MANAGEMENT



What we offer



1 Event identification and categorisation



2 Developing RACI chart

	RACI								
Stages	Head - Manufacturing	Head - R&D	Head-IT	Head - Sales & Distribution	Head- Finance	Head- Marketing	Head - Admin	Head - Legal	Executive Committee
Q1	R	A	A	A	C	C	C	C	I
Q2	R	A	C	A	C	C	C	C	I
Q3	R	A	C	A	C	C	C	C	NA
Q4	R	A	C	A	C	C	C	C	NA

R - Responsible for implementation
A - Accountable or decision maker
C - Consulted
I - Informed

3 Development of Crisis Management Framework

- Crisis Management Team
- Roles & Responsibilities
- Response Protocol
- Execution Engine
- Crisis definition standardisation
- Governance

4 Learn and act

Process upgrade:
 Learnings from the events is incorporated to strengthen or modify the process which caused the occurrence of event

Training and development
 Design and conduct a series of skill-building trainings to foster a culture of crisis preparedness and nurture proactive thinking and planning.



Sachin Paranjape
 Partner
 saparanjape@deloitte.com

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