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

<table>
<thead>
<tr>
<th>Issue</th>
<th>Incident</th>
<th>Crisis</th>
</tr>
</thead>
<tbody>
<tr>
<td>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.</td>
<td>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.”</td>
<td>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.”</td>
</tr>
</tbody>
</table>

Crisis Management Life-cycle

Readiness ➔ Response ➔ Recovery

CRISIS TRIGGER:

- Crisis Communications
- Strategic Risk/Crisis Management Planning
- Real-Time Response
- Simulation
- Post-Crisis Response
- Post-Crisis Assessment

How prepared are you?

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.

Strategic Risk/Crisis Management Planning

Real-Time Response

Simulation

Post-Crisis Response

Post-Crisis Assessment
CRISIS MANAGEMENT

What we offer

1. Event identification and categorisation
   - Understand the risk landscape of the client
   - Stakeholders identification
   - Current State
   - Assess current crisis management practices
   - Identify scenarios
     - Event identification and categorisation aims at enlisting the events and all/most possible scenarios on severity and priority
     - Events
     - Likelihood
     - Severity
     - Q1 Q2 Q3 Q4
     - Q2 Q1 1 2 3 4
     - Low High

2. Developing RACI chart
   - Build Playbooks to act as guideline
   - Develop and deliver Playbook
   - Responsibilities
   - Interview stakeholders
   - Communication
   - Guidelines to respond
   - Crisis Management Framework
   - Guidelines to recover
   - New Normal
   - Learn/Train
   - Emerge stronger
   - 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.

3. Development of Crisis Management Framework
   - Prepare Crisis Management Framework
   - Crisis Management Team
   - Roles & Responsibilities
   - Response Protocol
   - Execution Engine
   - Crisis definition standardisation
   - Governance

4. Learn and act
   - What we offer
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     - Partner
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