

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



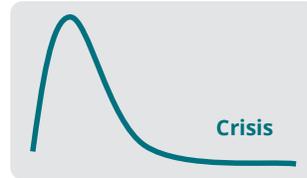
Abnormal event of low severity to the organisation that may cause loss or disruption and could lead to an incident.

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



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

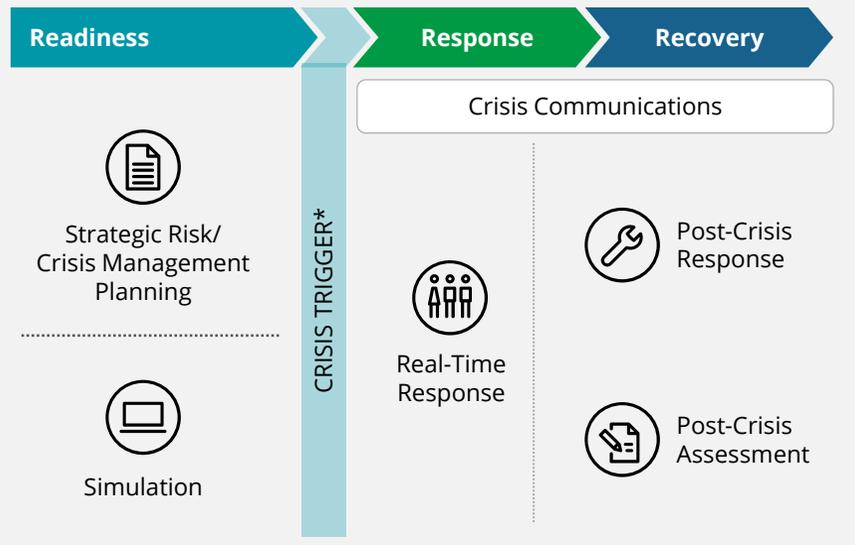
Often lengthy in duration or widespread, with a higher impact and a more complicated resolution path than an "issue."



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."

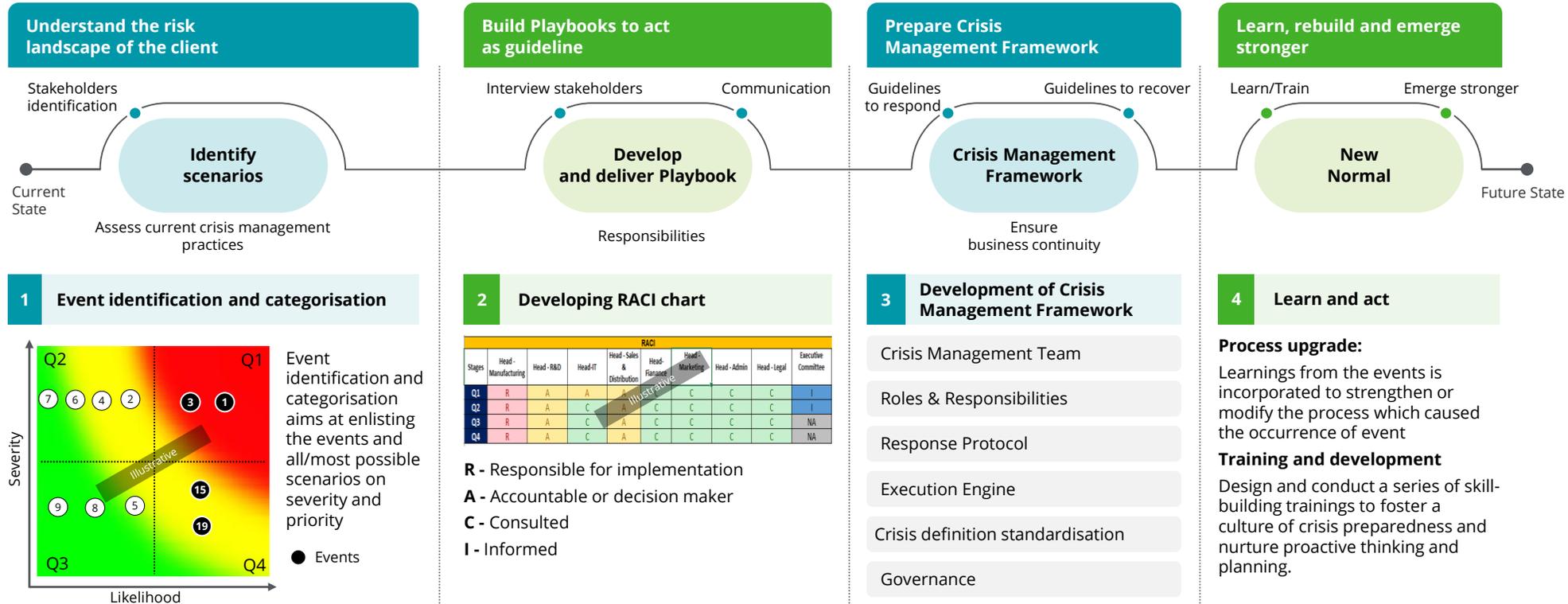
Crisis Management Life-cycle



CRISIS MANAGEMENT



What we offer



Contact

Rohit Mahajan
President – Risk Advisory
Deloitte India
rmahajan@deloitte.com

Vishal Jain
Partner
jainvishal@deloitte.com