We asked more than 250 senior executives involved in their organisation's crisis management how they approach and manage crises.

Three quarters (74%) agree there are warning signs for most crises... ...yet only 62% say they act on them.

Nearly all (93%) believe organisations can prepare for a crisis... ...yet just over half (56%) consider their organisation to be prepared.

And crises happen - nearly four-fifths (79%) said they faced a crisis event in the last year.

This suggests that organisations are missing a trick. They know they could be more resilient to crises, but aren’t taking the measures to do so.

Make your organisation crisis resilient

Approach resilience holistically

View crisis management as a strategic capability

Listen and act better on risk intelligence

Challenge senior leadership on non-familiar and uncomfortable risks

Ensure appropriate focus is given to mitigating controllable risks

Understand the long and short term consequences of big strategic decisions, major changes and possible crisis scenarios

Consider the financing risks of certain crisis scenarios

Learn lessons from the past

Why might this be?

Unrealistic optimism

Aversion to change

Focus on cost rather than value

Cross-functional silos

Read the full report: Deloitte.co.uk/crisis-resilient

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