Crisis management vs. reality
Are you as prepared as you think?

During a November 16, 2015, Deloitte Dbriefs webcast, we asked more than 3,000 C-suite executives, managers, analysts, and crisis professionals from US and international companies about their crisis preparedness. Here are snapshots of their responses.

What accurately describes your organization’s attitude to escalating an issue or declaring a crisis?

- **6.6%** Don’t know/not applicable
- **12.8%** In your organization, who might be the most overlooked stakeholder during a crisis?
  - **23.5%** Employees
  - **29.8%** Customers
  - **19.9%** Investors
  - **6.4%** Unsure

- **27.3%** Don’t know/not applicable

We don’t have a crisis playbook

- **6.6%** Don’t know/not applicable
- **12.8%** In your opinion, how equipped is your organization to handle a crisis?
  - **21.4%** Somewhat – We have a crisis response plan, but I’m not sure if we ever test it or who is responsible for it.
  - **29.2%** Not very – We don’t have a consistent and defined process for handling issues.
  - **9.5%** Not at all – We don’t have a crisis response plan.

Which stakeholder group presents the biggest crisis threat to your organization?

- **24.3%** Employees, including executives
- **25.7%** Third parties/vendors
- **10.0%** Media
- **18.2%** Third parties, including suppliers
- **10.3%** Investors

In your opinion, are you as prepared as you think?

- **23.5%** Optimized – We invest in planning and prevention; processes and tools are tested and effective.
- **16.4%** Maturing – Our crisis management processes are being utilized, but they are not as effective as desired.
- **29.8%** Wolf! Wolf! We escalate so many issues that the organization is desensitized to the process.
- **17.2%** Somewhat – We have a crisis response plan, but I’m not sure if we ever test it or who is responsible for it.
- **8.6%** Ignorance is bliss. It’s unclear what our company’s attitude is on escalating an issue or declaring a crisis.
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Does your crisis playbook include a data preservation plan?

- **27.3%** Don’t know/not applicable

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