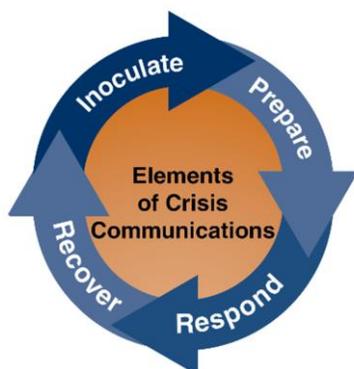


## ARE YOU PREPARED?

### Five Questions to Assess Your Organization's Level of Crisis Preparedness

- 1) Do you know the greatest risks and critical issues facing your organization's reputation?
- 2) Do you feel aligned with key stakeholders within your organization on how to internally and externally communicate to your audiences on critical issues?
- 3) Do you know the first three people to call when a crisis begins to unfold? What are their roles?
- 4) Does your organization have a crisis response plan, and have you rehearsed it in the past year?
- 5) Have you trained your leadership team on delivering messages in a crisis? Are they comfortable talking to your audience in real time with the news media and on social media?



**When you hear thunder, it's too late to build an ark. That's why the best prepared organizations have sound crisis management plans that are tested, actionable, up-to-date and easy to access and operationalize. Failure to respond appropriately – and swiftly – can generate additional damage to both reputation and the bottom line.**

With more than two decades of high-level risk management, preparation, response and recovery experience, Stratacomm's battle-tested crisis counsel and media coaching team is adept at helping clients prepare for and successfully navigate the treacherous terrain of crisis communications. Our team's experience spans everything from personnel data breaches, social media backlash and a Supreme Court fight to hostile media interviews, environmental damage and mass casualty events.

The Stratacomm approach to strong crisis communications preparation is made up of four elements:

**Inoculate.** Ensuring consistently strong reputation and stakeholder relations, so your organization can tap a reservoir of goodwill when a crisis emerges.

**Prepare.** Taking specific actions to identify the greatest reputational risk and related need to better prepare the organization for averting or minimizing a crisis.

**Respond.** Reacting to the emergence of a crisis and proactively communicating for the duration.

**Recover.** Conducting a lessons-learned debrief, updating messages and taking specific actions to speed reputational rehabilitation. And, then beginning the process anew.

Stratacomm offers clients strategic communications counsel and tactical support in the following areas:

- Risk identification mapping and assessment
- Scenario planning and crisis simulations
- Message and media coaching
- Presentation coaching
- Stakeholder relations
- 24/7 traditional and social media monitoring
- Dark website development, training and deployment

To learn more, contact John Fitzpatrick at  
[jfitzpatrick@stratacomm.net](mailto:jfitzpatrick@stratacomm.net).

## INOCULATE

Stratacomm helps clients ensure a consistently strong reputation and stakeholder relations over the long-term. This includes developing a strategic communication plan to directly promote your company, brand and / or product, building advance goodwill with key stakeholders and the news media, pre-selecting crisis response teams and identifying roles, securing buy-in from top management and engaging all facets of the organization in pre-crisis planning. When the pre-work is done well, your organization can tap into a reservoir of good will when a crisis emerges.

## PREPARE

Taking specific actions to identify reputational risk helps ensure your organization is better prepared to avert or minimize a crisis. Stratacomm guides clients through specific exercises aimed at identifying the greatest reputational risk and accessing the level of preparedness for each scenario through our proven three-step process.

### Step 1: Assess

- Align on the universe of critical issues and establish a relative prioritization based on likelihood of occurrence and potential scale of damage to an organization's finances and reputation.
- Determine to what extent your organization is prepared to swiftly and effectively manage each issue
- Understand your organization's broader risk profile rather than attempt to solve individual issues or challenges

### Step 2: Plan

- Convene an in-person session with key stakeholders to work through scenario planning in real time for all urgent or critical issues. This session is also an opportunity to re-fresh on less urgent issues and internal processes/protocols.

### Step 3: Rehearse

- Conduct table top crisis drills to bring key stakeholders together to test the people and processes put in place to deal with a crisis.

## RESPOND

Stratacomm provides immediate and 24/7 senior-level strategic crisis counsel and tactical support during a crisis. Working together with our clients we focus on containing a crisis from getting worse, which can allow for business as usual, avoids or minimizes reputational damage and financial exposure, and speeds resolution so recovery can begin. We also deploy staff onsite if necessary, set up around-the-clock media and social media monitoring.

## RECOVER

Swift recovery is key following any crisis. Stratacomm helps clients identify, prioritize and operationalize lessons learned after a crisis to speed the reputational recovery process. This always includes conducting a follow-on debrief, updating messages and taking specific actions to speed reputational rehabilitation. And then in partnership with our clients we begin the process anew.