

Crisis & Issues Management

FTI Consulting can help companies prepare, respond and recover from a crisis or issue. Crisis events create highly volatile communications challenges for management teams whose principal focus must be dedicated to marshalling an effective operational response. Failing to effectively prepare, respond and contain a critical incident can be just as – if not more – severe than the crisis itself.

OUR EXPERTISE



Fraud



Litigation



Cyber Incidents



Workplace Misconduct



Product Recall



Operational Incident

OUR APPROACH

We approach crises as multidimensional, complex events. Our teams incorporate every element of the FTI platform – multidisciplinary skill sets, industry expertise, and a global footprint.

Our approach is grounded in two equally important disciplines: preparedness & management.

1. Crisis Preparedness

- Vulnerability assessment
- Scenario planning
- Crisis and communications plans
- Tabletop and training exercises

2. Crisis Management




- Situation assessment
- Stakeholder analysis
- Media training

OUR PRIMARY OBJECTIVES ARE SIMPLE:

1. Minimise management distraction.
2. Coordinate with other external advisors to ensure message discipline.
3. Work closely with counsel to ensure communications and legal strategies are aligned and mutually supportive.
4. Take control of the situation through active communications engagement.
5. Manage stakeholder relations effectively, providing support in creating and disseminating target materials.
6. Respond rapidly to new developments and plan for shifting scenarios.

SUCCESS AFTER A CRISIS

Our goal in the recovery process is to rebuild trust and reputation and learn from the crisis to make changes that will further strengthen the organisation’s crisis preparedness.

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|  <p>POST POSITIONING</p> <p>Clearly articulate the crisis as in the past and begin to message for the future.</p> |  <p>LESSONS LEARNED</p> <p>Identify lessons learned and ensure preparedness for future crises.</p> |  <p>REWRITING THE STORY</p> <p>Revise and rework corporate messaging to reflect new operating environment.</p> <p>Establish clear expectations for the future.</p> |  <p>LONG TERM ASPIRATIONS</p> <p>Demonstrate continued commitment to open and honest communication.</p> |
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