

Executive Crisis Simulations - "I'm an executive, get me out of here"



Why do it?

Running a business in today's environment seems to provide all of the experience that you need to survive a crisis. And yet almost every month the boards of very successful public and private sector organisations demonstrate that the experience and skills of driving a business forward are not enough. Coca Cola, Perrier, Mercedes, NASA, Jarvis, Foot & Mouth, BSE, Andersen, Nike, the BBC, the QE2 and the Madrid investigations are just the tip of a very large iceberg.

The reasons are that a crisis, such as those above, combines factors such as:

- ⊙ At the outset, there is very little information on cause, magnitude, implications and responsibility - yet actions have to be taken and the media and others are pressing for information.
- ⊙ Often judgment, particularly the ability to recognise the severity and implications of the crisis, is severely impaired by trauma, denial, group think and sleep deprivation.
- ⊙ Time pressures are enormous, there is zero tolerance for error and your every action takes care under the glare and scrutiny of the media spotlight.
- ⊙ There are major conflicts of interests and moral issues and insufficient time, experience information to resolve them. For example, express regret and be seen to admit liability or don't and appear arrogant and uncaring? Pay an extortion demand or take the moral high ground?
- ⊙ The board will have to work as an integrated team under a strong leader - and yet skills such as leadership, delegation and team working can be completely transformed under traumatic conditions. Good and bad crisis leaders and team members need to be identified in advance - and this can only be done under crisis conditions.

Our research shows that whilst crisis experience and crisis management plans offer the best chance of survival, having only crisis experience can often be preferable to having only plans. Crisis simulations can provide that experience.



Experienced crisis simulation providers

idRisk consultants have many years of experience in providing crisis simulations, and under many conditions - across a wide range of scenarios, for single or multiple teams, for a single organisation and for mixed teams, and running for two hours to two days. The variations are legion; the key is customising it so that it delivers the optimum experience for you.

Customised to maximise the value

We will customise the crisis scenario, and the way in which it is rolled out, so that it addresses precisely the issues that are relevant to you, delivers the experience and training that you want, and fits best with your management style and culture. Our unique dynamic crisis simulation engine - software developed by us - makes crisis customisation particularly effective.

What to expect

Subject to customisation, a crisis simulation might run from early evening to lunchtime the following day. We will simulate media pressure and interviews, from telephone calls to radio and TV crews and forceful journalists, and the crisis might conclude with a press conference.

We will have overt and covert observers and in a wrap up session we will provide feedback, criticism and recommendations based on the strengths and weaknesses exhibited.

So - expect a stimulating experience - and expect to be far better at handling the real thing.

idRisk is a network of specialised, independent risk consultants and trainers, each an acknowledged expert in his or her field. Individually or collectively, we provide comprehensive, high quality unbiased advice on, and solutions to, all aspects of risk.

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