

## Crisis Kick-Start



### What would you do if...

- ⊙ a journalist phones your switchboard and asks to speak to someone about some serious allegations about your organisation;
- ⊙ you are awoken in the middle of the night - there has been a major fire and you have lost the premises where your critical business activities take place;
- ⊙ it is announced on the news that in Indonesia the avian flu virus has mutated into a form that will easily transmit between humans.

How would you deal with these, and a host of other possibilities? The consequences of getting any of them wrong could be very damaging to your organisation and its reputation. Crisis preparedness can make all the difference.

### Stark reality

There are companies that have a fully developed capability to respond effectively to any type of crisis, including those that interrupt their critical business functions. But such companies are rare. Most companies come into one of four categories:

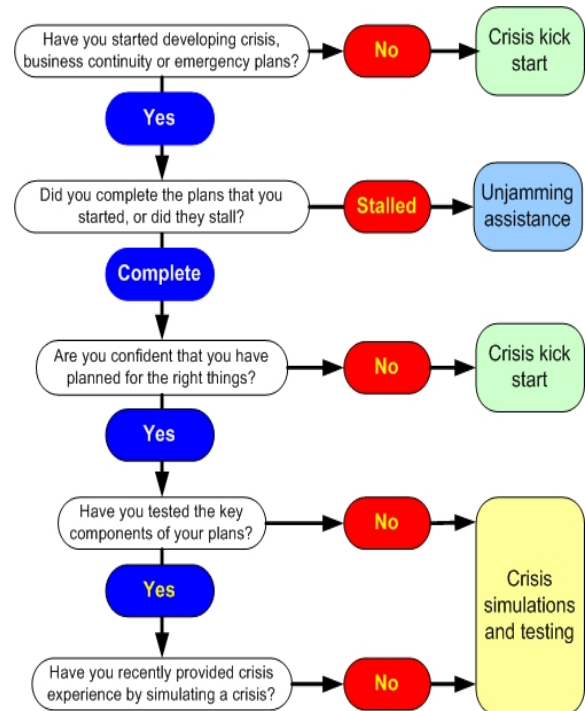
- 1 They haven't quite got around to starting the process.
- 2 They started the process but it stalled.
- 3 They developed plans that won't help them with some of the crises that they could face.
- 4 They developed plans that are now out of date, or that contain serious flaws.

### Help is here

Whichever category applies to you, we can help you. If you think you've got it right, we can help you to test, challenge and train your people with everything from desk-top audits to realistic crisis simulations.

Wherever you are in the process, we will help and support you to get where you want to be. We will not do it all for you because, apart from cost advantages, doing it in-house is the only way to obtain critically important understanding, buy-in and cultural match.

### Track your planning progress -and where we can help



### The options for feedback

No matter where you are in the planning process, we can help. Crisis Kick-Start is described below; our other capabilities are described in a range of brochures and articles

- see [www.idrisk.com](http://www.idrisk.com)

### Crisis Kick-Start

With a half-day management workshop and a half day training course at the heart of our process, we will help you to:

- identify the crises for prioritisation
- plan an approach that will maximise your flexibility in responding to them
- identify the key strategies for dealing with them
- set up your planning teams
- project plan and manage
- get underway with guidance and templates supporting you on a troubleshooting basis, or more direct support, as required.

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.

Further information: [DavidDavies@idRisk.com](mailto:DavidDavies@idRisk.com) [www.idrisk.com](http://www.idrisk.com)

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