



The Issue

Few crises are handled well. Even in cases where there are crisis plans and teams in place, organisations still make major errors that damage reputations, lives and economies. Our research shows that the main reasons why crises are handled badly are:

- ⊙ The crisis team is affected by trauma and this affects their judgement.
- ⊙ At the outset of the crisis, little information is available, and that which is available is unreliable or uncertain.
- ⊙ Crisis management plans are good at providing a framework for the logistics of the crisis but do not address or support traumatised decision making.
- ⊙ The decisions that have to be taken are completely different to those that team members are experienced in, and they often have to be taken in a far shorter timescale, often under the glare of the media spotlight.

DCM software and facilitation

DCM provides a complete environment for high-level crisis decision making and management. It incorporates simple tools for the crisis team to continually reappraise the key uncertainty factors each time new critical information is received, and to take action accordingly. This maintains their alertness to all possibilities, and allows them to track the direction of both emerging information and media allegations and conjecture. This means they can anticipate new directions in the crisis and dynamically adapt their response strategy accordingly. The crisis record can be invaluable both during the crisis and as a post-crisis audit. It provides a searchable record of known, unknown and uncertain information, media allegations, team actions, assumptions and decisions and the relationship between them. This means that, for example, information later found to be invalid can be tracked to decisions and actions so that they can be corrected.

The idRisk Solution

idRisk's DCM process has five key components:

- ⊙ **The facilitated DCM software tool** – combines a structured framework for crisis assessment and clear decision making with a system for recording and reviewing key information during and after the crisis.
- ⊙ **Communications strategy** – support, training and processes for handling the media
- ⊙ **External Business Intelligence monitoring** – a powerful tool for gathering information from a wealth of other sources before the crisis and once a crisis breaks.
- ⊙ **Crisis management planning** – planning for the logistics and technical aspects of crisis response
- ⊙ **Crisis training** – including crisis simulation, using our dynamic crisis simulation engine.

For further information contact:

DavidDavies@idrisk.com

Telephone: 0845 22 55 606

Fax: 0845 22 55 931

www.idrisk.com

idRisk is a network of specialised, independent risk advisors who are regarded as experts in their respective fields and who can provide customers with comprehensive, high quality unbiased advice on, and solutions to, all aspects of risk a company may encounter