

# Crisis Management



Hone your skills and build a plan, in a simulated environment - before a real crisis happens

## Proactively Prepare. Uphold Your Reputation

When organisations go through a major crisis, 95% suffer irreparable damage to their brand reputation. Panic or impulsive responses lead people to say and do improper things.

Classroom learning and manual reading can only go so far in preparing people for the nightmare scenario we all hope will never, but likely may. Measured, appropriate responses, and skills to deliver them well, are developed in this pressure-filled, safe, simulated environment.



## Develop These Employee Response Skills

- C-Suite and Senior Managers who may have to represent your organisation and brand to the world's media.
- Managers who may be on the front-line when the crisis hits
- Employees who could distribute crisis information in any digital format or be accessed by media as "easy targets"

## Academically Renowned AI Simulation

This simulation is based on academic research by leading authorities from Wharton Business School, Kellogg School of Management and Cranfield School of Management. In this training teams respond to the unfolding crisis. As time quickly ticks away, you have a window of opportunity to listen, build trust and respond properly to a variety of stakeholders.

Teams make fast-paced decisions against a backdrop of pressure and a falling share price. You use social media, press conferences, video conferences and email to disseminate information.

