

Strategies for A Changing Environment



CRISIS MANAGEMENT



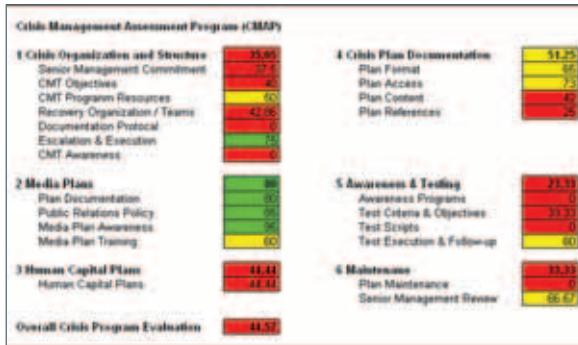
An organization's strength and character can be defined by its ability to respond to critical incidents. Crises occur, on average, every four or five years. Prompt and effective response will not only limit the damage to the company, but will reduce the effect upon staff and their families.

A crisis is any event or series of events that threaten a severe negative impact to an organization's financial performance, brand, reputation, or to its relationships with employees, customers, or suppliers. Crises can seriously affect companies, largely because of their unpredictability. They can be amplified by poor management preparation, siloed culture, or inadequate communication.

They are driven by internal or external events or a collision of the two:

- * Severe weather/natural disasters
- * Infrastructure disruptions
- * Terrorism, executive kidnapping, extortion
- * Reorganizations, mergers or acquisitions gone awry
- * Accounting, pricing, insider or rogue trading scandals
- * Racial discrimination, class action lawsuits
- * Strikes and employee sabotage
- * Product recalls
- * IT security breaches
- * Workplace violence
- * Global labor violations
- * Environmental, WMD or CBRNE emergencies
- * Disease exposure
- * Death of a leader

Our Crisis Management Assessment Program is a Web-based tool that evaluates your current capabilities and recommends improvements through easy color-coded scoring.



Managing a crisis well can help preserve a company's image and reputation, resulting in a rapid recovery that is reflected in the maintenance of corporation value.

Experience, Credentials, and Qualifications

Our experts include professional emergency managers, media experts, threat assessment professionals, members of Emergency Corps, International Association of Chiefs of Police, National/International Crisis Negotiators' Consortium, and International Association of Law Enforcement Trainers. Some are U.S. Department of Education school crisis trainers, experts from the FBI's National Domestic Preparedness Office (for WMD), and former experts from the U.S. Air Force Disaster Preparedness Programs who have dealt with chemical, biological, radiological, nuclear, and explosive (CBRNE) threats. And they include critical incident stress management (CISM) experts.

Where to Start?

Because good businesses learn from mistakes, they rarely face the same crisis twice. It is natural for organizations to develop the belief that they are well prepared for crises, when they inevitably occur. So the most difficult step in sound crisis management is taking the first step—"where do we start?" The best approach is to independently assess your current capabilities. Our Crisis Management Assessment Program (CMAP) comprehensively reviews current crisis management plans, policies, procedures, technology, and communications/media strategy. The CMAP identifies strengths and weaknesses in current plans, flags gaps in preparedness, and prioritizes improvements. It is a Web-based tool that helps companies consider recommendations against industry benchmarks, delivered with color-coded scoring that is easy to understand.

Services and Solutions

Risk Solutions International provides a comprehensive suite of solutions and services that help clients assess the sufficiency of their continuity management, design better plans that comply with standards/regulations, and exercise and test those plans.

Risk Solutions International provides companies and municipalities with a complete portfolio of crisis and emergency management services. Our work and deliverables address the “Three Cs” of crisis management: *Coordinate* with emergency responders, business continuity planners, and authorities to execute an integrated, holistic response that produces an expedient and orchestrated reaction to the situation. *Control* information flow and resource allocation to ensure efficient responses and reduce duplication and conflict of effort. *Communicate* credibly with employees, stakeholders, vendors, the media, and corporate neighbors.

Our proactive solutions address the immediate and long-term human impact of disasters. They train, exercise, and simulate stressful scenarios to validate effectiveness and build confidence for real crisis incidents. They are considered industry best practices and they help clients meet the new emergency preparedness requirements that have been elevated to a national security priority. Our services include:

- * Crisis Management Assessment Programs (CMAP)
- * Security, Risk, and Vulnerability Assessments baselined from HLS-CAM Protocol
- * Mitigation Strategies
- * Crisis Management Plans (CMP)
- * Crisis Communication Guides (CCG)
- * Emergency Procedures Guides (EPG)
- * Emergency Assistance Plans (EAP)
- * Trauma Counseling Programs
- * HSEEP-compliant Training, Simulations, Functional/Full-Scale Exercises

Satisfied Clients

The mission of our Crisis Management practice is to help companies plan their response to major crises and manage their organizations through the media gauntlets surrounding these incidents. We help them emerge with their financial performance, reputations—as well as relations with employees, customers and suppliers—intact. Client satisfaction is how we measure our success.

“The test provided invaluable insights and practical measures for improving our crisis management capability.”

– Director of Global Business Continuity, large global financing institution

“Realistic, well-executed exercise. Perfect in every way.”

– Chief Executive Officer, major consumer products firm

“Well designed and executed test. A highly credible scenario and multimedia materials created a realistic setting.”

– Global Head of Security, major financial institution



Effective, credible communication and “performance” at media situations can rapidly alter the public’s and markets’ perception of crisis containment. Preparing spokespeople to respond effectively requires training and simulations.



Effective crisis management helps protect companies’ greatest assets: their people. Trauma counseling is essential in reducing the impact on personnel and their families.



**FOR MORE INFORMATION ABOUT
CRISIS MANAGEMENT**

PLEASE CONTACT:

Risk Solutions International LLC
1330 Avenue of the Americas, 36th Floor
New York, New York 10019
877.774.1900
fax 212.842.1540
info@rsi-llc.com
www.rsi-llc.com

© Copyright 2006
Risk Solutions International LLC
All rights reserved.

