

# Crisis management

***Your employees, customers and stakeholders have high expectations.***

They rely on you to keep the organisation running and to make sure that your products and services are available under any circumstances.

## ***Proposition***

What if you were unable to meet these expectations? What if, for any reason, the existence of your organisation was threatened or was unable to continue its day to day operations?

Your customers would suffer. Your employees would suffer and your organisation's reputation for excellence would be severely damaged.

PwC can help you:

**Building capability:** Helping you to develop the right structures, processes, people, skills and tools to manage crises effectively.

**Raising confidence:** Working with you to raise confidence in your organisation's ability to manage crises through assurance, external validation and by providing your people with the opportunity to practice crisis management during realistic simulations and exercises. Helping to build crisis management skills, team behaviours and pragmatic responses embedded within the organisation and appropriate teams.

**Ensuring Compliance:** Drawing on industry best practice and PwC expertise we can help you comply with all relevant legal, regulatory and business requirements and embed standards for crisis management throughout your organisation.



# *Crisis management (continued)*

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## **Preference**

Leadership in a crisis is a boardroom issue.

Market volatility, fiscal uncertainty and geo-political instability are creating an increasingly challenging business environment. Organisations and their supply chains are more complex than ever. Technological advances, process outsourcing and globalisation means that more companies are operating across multiple time zones, international boundaries and regulatory environments. “Always on” international news cycles turn local news into global stories and the increasing use of social media creates real-time awareness and brings increased public scrutiny of business failure.

When adversity strikes, business leaders need a high level of situational awareness; access to information in a timely manner, so that they can make the best decisions for the organisation. They have to bring highly specific skills to bear to remain calm and communicate well to bring clarity where uncertainty abounds.

Management teams must be able to get the right people, in the right place, at the right time to respond effectively and coordinate activity, to ensure that the organisation presents a unified response.

Employees need to understand what is required of them to support strategic objectives and be well practiced, so that they can respond quickly to provide the best service to customers, clients and other stakeholders before, during and after a crisis.

## **Contacts**

### **Paul Robertson**

020 7804 1991

paul.x.robertson@uk.pwc.com

### **Tom Buchanan**

020 7804 7809

thomas.j.buchanan@uk.pwc.com