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Crisis management



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What's on your mind?

The ability to deliver an effective, confident crisis response starts long before a major incident or crisis emerges.

Our 2018 CEO survey told us:

- 65% of CEOs have experienced an organizational crisis in the last three years
- 40% expect to have to deal with one in the near future
- 57% consider their business as vulnerable in its ability to respond due to out of date planning.

Whether it's a major incident that may damage our reputation, revenues or assets, or a full-blown crisis that threatens the legitimacy of our company, the events that inflict the most damage on our organisations are usually neither isolated nor contained – and the effects can be long-lasting. Each major incident or crisis is different: some you know about in advance, some you know could happen one day, while others are just impossible to predict.

But you can prepare.

Some of the concerns and questions that may be on your mind:

Are you able to reassure your stakeholders that the organisation can respond confidently a crisis?

Do your top management exercise their crisis response capability to ensure the skills and tools they need are familiar and effective?

Will your established approaches to responding to major incidents and crisis response approaches ensure the response aligns to your organisational values?

Could you be affected by crises that have impacted others in your sector? What are you doing to ensure you can respond effectively?

Are you able to adequately protect what matters most – your people, assets and services – from unacceptable damage or harm?



Our point of view

Organisations work within increasingly complex operating models and environments. Interconnectedness and dependencies on people, technologies, supply chains and infrastructures means that major incidents and crises can emerge from any number of sources. The financial, operational and reputational impacts of these can be immediate and significant – or they may be opaque and almost impossible for you to quantify.

Putting flexible crisis response arrangements in place, rehearsing leaders, and having a sound starting point from which to respond doesn't just create a crisis management capability – it may even enable leaders to stop a crisis before it has a significant impact.

Trying to figure out how you're going to manage a crisis when it's already struck adds significant and unnecessary challenge.





How can PwC support you?

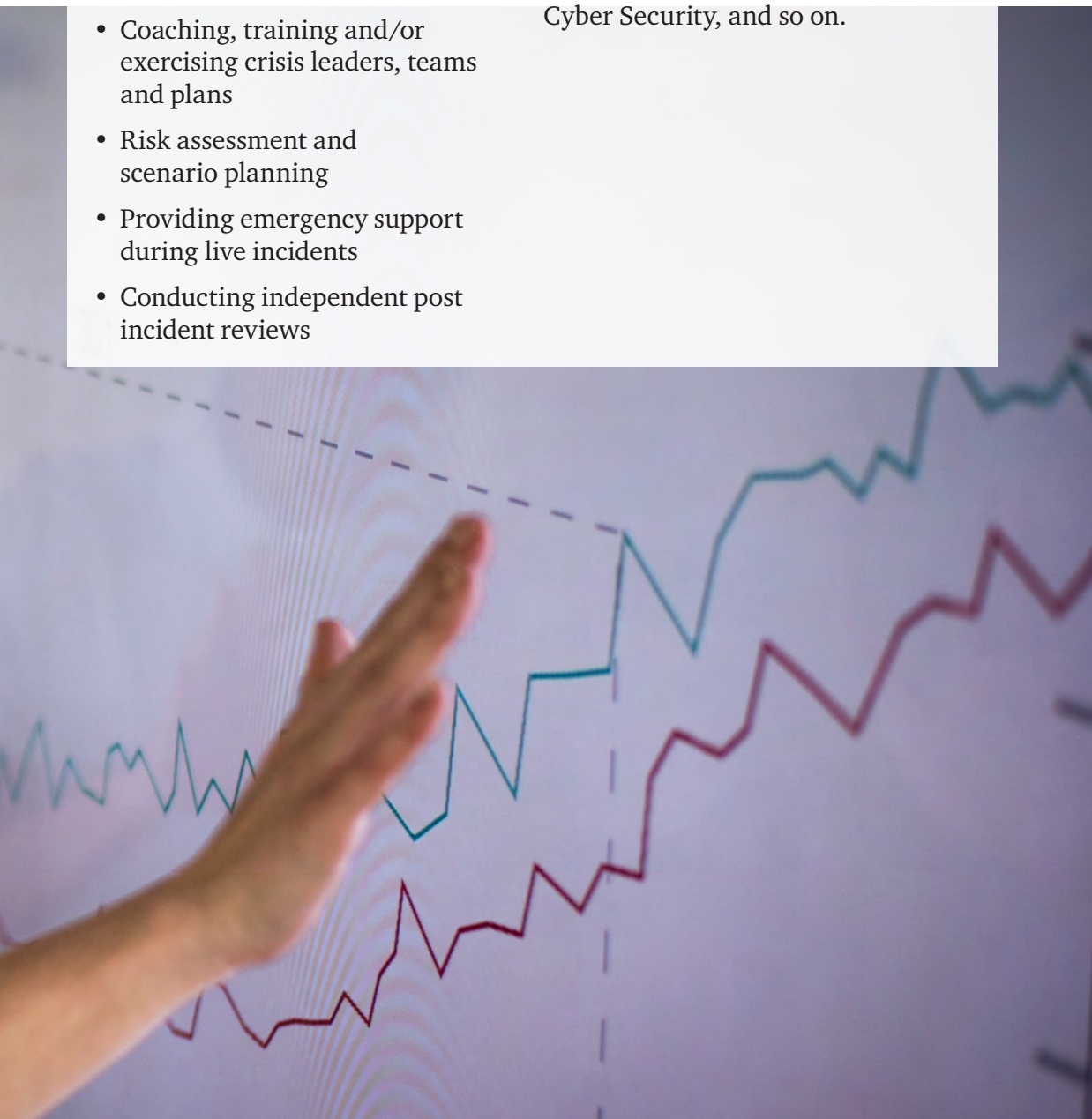
We provide a number of services to support organisations as they begin or continue a crisis or major incident programme.



These include:

- Working with you to deliver Crisis management frameworks, structures and plans
- Coaching, training and/or exercising crisis leaders, teams and plans
- Risk assessment and scenario planning
- Providing emergency support during live incidents
- Conducting independent post incident reviews

We also offer closely related services in Business Continuity Management, IT Resilience and Disaster Recovery, Cyber Security, and so on.



What you gain

Organisations that work with us before, during, or after a crisis situation can react more quickly and have a better understanding of the practicalities involved.



They can expect to achieve a range of benefits including:

- Increased leadership and stakeholder confidence
- Assessment and improvement of existing Crisis management plans
- Support in the design and roll out of pragmatic approaches to developing and maintaining crisis capability
- Strategic advice to Board and executive level teams on the decisions faced in crisis
- Improved appreciation and awareness of potentially damaging events to your business and what is required for response and recovery of business critical operations
- Improved safety for staff/members of the public in the event of disaster
- Swifter responses in the event of a crisis, effectively helping to limit its impact, or to stop it before the impact is significant
- Ability to use crisis as a catalyst for change to improve culture, behaviours and controls

When to act

Ultimately, there are a range of common triggers that prompt our clients to seek support.

Here are a range of those events that should be viewed as a prompt to action:



Leadership team requires assurance that the organisation can respond to a major incident or crisis effectively



There is evidence of increased risk facing your sector, i.e. a competitor has suffered a serious incident



Your organisation is about to embark on major change or work with a higher level of risk



There is evidence of weakness in your current arrangements



Your organisation is undertaking a review into its strategic objectives



You are facing action by regulators to improve your risk awareness/preparedness



Intelligent Digital

At PwC, we are harnessing the power of Intelligent Digital, helping our clients to rethink their futures and reshape their own world. We are using business understanding, innovation in technology and human insight to help solve important problems, meet human needs and make a difference to society.

A major incident or crisis can be extremely damaging to an organisation, both from a financial and reputational standpoint. As a result, organisations must put in place frameworks, structures and plans to help mitigate exposure to risk.

Drawing on our Intelligent Digital philosophy, PwC leverages the latest technologies and draws on our extensive experience in supporting businesses through crisis operations to deliver effective crisis management proposals, bespoke crisis capabilities and safeguard the legitimacy of our clients.

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#IntelligentDigital

Get in touch



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October 2018

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