



ARE YOU

# CRISIS READY?

When a crisis hits your business, it effects the reputation you've worked hard to build and can be disastrous to your bottom line.

Unfortunately, crises are something all businesses face, but having a well thought out crisis communications programme can mean the difference between success and failure.

22%

Companies risk losing 22% of business when potential customers find 1 negative article on the first page of their search results

70%

70% of potential customers with 4 or more negatives.

71%

During a crisis, 71% of employees want their leaders to communicate with honesty and clarity

## Turn disaster into opportunity

"The Chinese use two brush strokes to write the word 'crisis.' One brush stroke stands for danger: the other for opportunity. In a crisis, be aware of the danger - but recognise the opportunity." **JFK**

# CRISIS COMMUNICATIONS

## THE SKYPARLOUR WAY

SkyParlour has a wealth of experience in managing crisis communications and has distilled its expertise into a proven programme to tackle even the darkest of days for your business.

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### 1. Preparation

Working with your senior leadership team, SkyParlour will put together a Crisis Action Plan. This will include:

- Development of your business's crisis response team and confirming a spokesperson
- Process for developing and approving a holding statement
- Mapping all key stakeholders – including customers, suppliers, partners, and team members – to ensure they are contacted immediately to provide vital reassurance
- Step-by-step plan for what to do within 'Hour One' of a crisis
- Up to 10 ready-to-use holding statements for a range of potential crisis scenarios, to be agreed ahead of time.

### 2. Emergency services

- You will have direct access to SkyParlour crisis experts
- They will be on hand to tackle crises as they happen
- Bespoke advice and tailored statements for a specific situation
- We will manage the external message

## Get in touch

Get in touch for more information or to discuss how we can help you with your Crisis Communications