



# ARE YOU

# CRISIS READY?

**When a crisis hits your business, it affects 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 are put off by 4 or more negative search results

**71%**

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

## Turn disaster into 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