

MM XI

GLORIA MVNDI

sensitive communication!

SENSITIVE SAFELY PREPARED: FROM RISK ANALYSIS
TO CRISIS COMMUNICATION
CRISIS PREVENTION



“SI VIS PACEM PARA BELLVM”

CICERO

MAKING WISE USE OF PEACETIME: PREPARING FOR CRISES

You ask: “Who is going to tell me which one of our boilers is likely explode? And who is going to tell me how to prevent this from happening, to prevent an operational defect or damages to our reputation?”

The answer is: “We. The consultants from Gloria Mundi.”

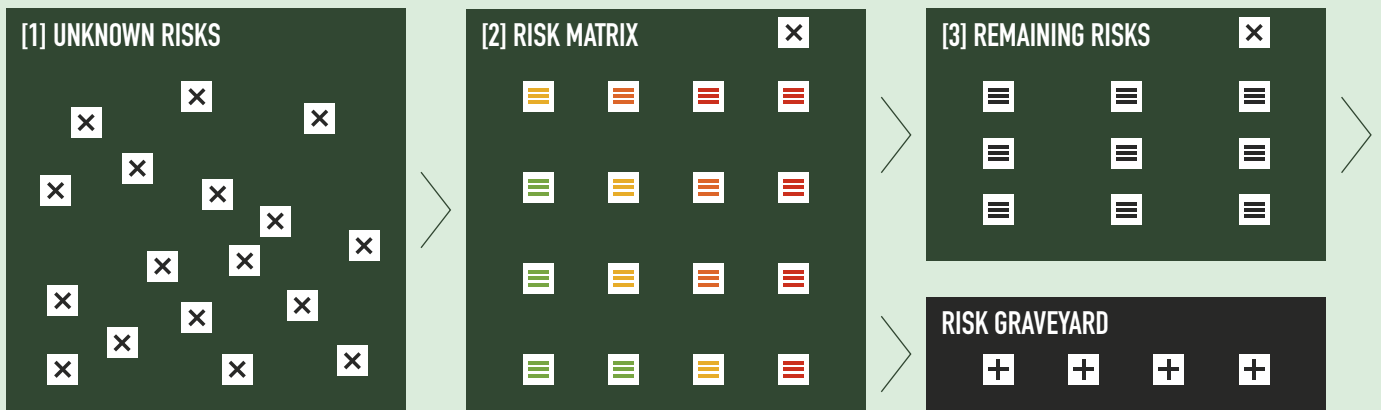
We solve your problem in two steps. First: through our risk assessment and handling. If you have not yet established any risk management we help you identify all risks [= effect of insecurity on your business objectives] and dangers [= potential sources of risk that could lead to sudden damage] for your company. Classified and relevant risks are then either eliminated or at least minimised as much as possible. Second: through customised, sensitive crisis prevention, we help you get the remaining risks under control. We also help you prepare in a way that ensures that you are able to master crises at any time and to also protect your reputation in a better way.

On the following pages, we are going to describe how we use peacetime for thorough preparation for emergencies in slightly more detail.

Which do you prefer: someone who tells you where risks lurk? Or someone who also helps you eliminate them or rather defy them? The second one seems more helpful to you? Then we are the right partner for you! We are not only going to tell you what could be done, we help you do it. We hand you the necessary tools. Besides analyses, recommendations and implementation support, we also offer reliable training suitable for any case of emergency. And of course not just for any company, but custom-tailored to your business reality.

Being aware of your risks is one thing. Keeping them under control is something else entirely. The difference is decisive: the first one makes you risk-aware but can also keep you up at night. The second one makes you feel safe and your nights peaceful again. Especially when it matters: in case of an emergency.

HANDLING RISKS WISELY



PHASE 1: RISK ASSESSMENT AND HANDLING

- [1] Nothing ventured, nothing gained. Sure, every company holds some dangers, so does yours. Better to know these risks well. If you do, you will have a greater chance to accomplish your business objectives safely and successfully.
- [2] All risks are identified, analysed and assessed systematically. We determine the risk level for each potential danger according to the rough formula: risk = probability of occurrence x extent of damage. The greatest risks have to be tackled first.
- [3] At the end of the Gloria Mundi risk analysis and the implementation of corresponding measures, a manageable number of minimised risks remains. The start has been made. You are aware of the remaining risks. This advantage needs to be used for thorough preparation now.



PHASE 2: SENSITIVE CRISIS PREVENTION

- [4] Remaining risks: Now it is time to target each of them separately. It is right at this point where our risk-specific preparation starts. Here we establish a basis for the protection of your reputation in times of crisis.
- [5] Developing customised crisis management and crisis communication for every single crisis scenario: planning strategies, composing arguments and messages, training for interviews, press conferences and cross-examinations, and rehearsing procedures. That is what we call well prepared.
- [6] In case of an actual crisis the situation is managed confidently. Even if an unexpected risk occurs, you have a crisis management and communication procedure at your disposal.

THE 6 STEPS OF SENSITIVE CRISIS PREVENTION



RISK MANAGEMENT: MAXIMUM REACH OF ISO 9001:2015*

[1] Risk Assessment

We create a briefing paper targeted to your company and questionnaires for every division of the company to identify operational risks and risks for your reputation. We also schedule one-on-one appointments with the executive board, management, corporate communications and, if existent, the risk management department. After that, we conduct interviews and workshops. Subsequently, we finalise the detailed risk assessment that covers all important results: the entire risk for the company's reputation, taking into account all communicative and operational aspects. The result: you are aware of all risks. So far so good.

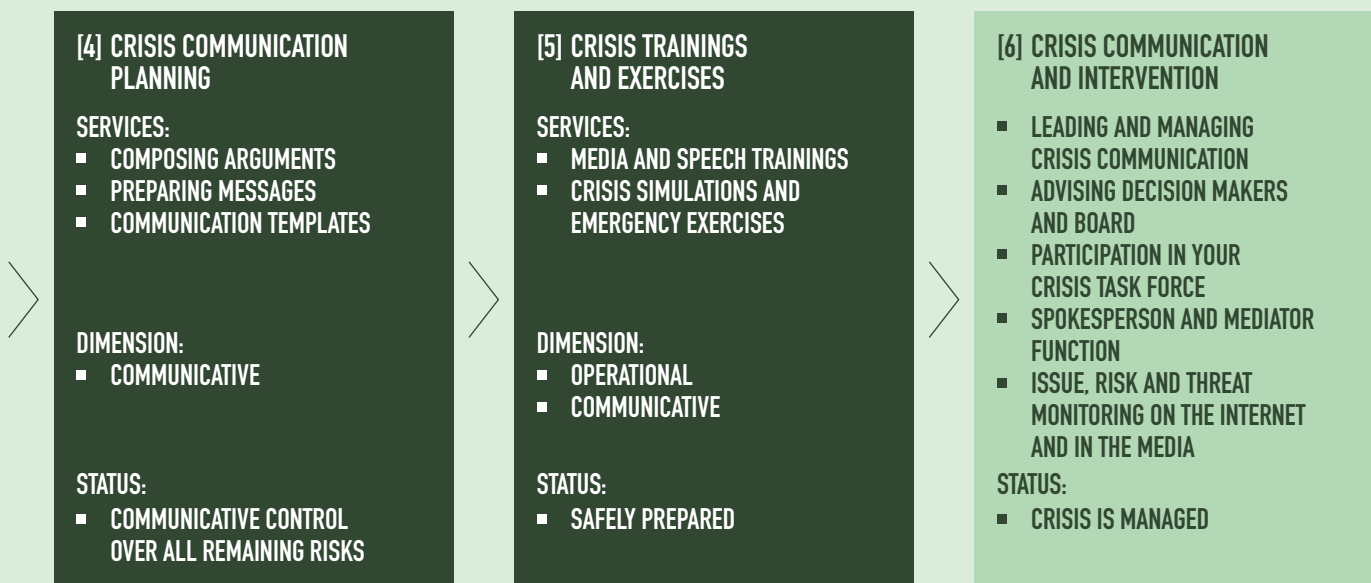
[2] Risk Handling

We present the results of our analysis and our recommendations to the executive board. It is then the risk management's task to introduce and execute necessary corrections. Via integral collaboration Gloria Mundi supports everyone in charge in implementing our recommendations. The goal: all risks are either minimised or eliminated in their entirety.

***HANDLING RISKS IS NOW MANDATORY: ISO 9001:2015**

ISO 9001 is a norm for quality management issued by the International Organization for Standardization (ISO). The revised version ISO 9001:2015 now explicitly demands a consideration of relevant risks from the certified companies. That means, from 2017 onwards, appropriate measures for risk assessment and handling need to be demonstrated in order to obtain the ISO-certification. The requirements of the norm, however, are put vaguely. Depth and extent of the respective risk management systems in companies vary accordingly. It is the board's decision how much they want to invest in this requirement and, as a result, how effective such a system can actually be.

Risk management is seen as indispensable for companies today – whether ISO-certified or not. Even if risk management is effectively only a first step. If your company does not yet have any risk management, our crisis prevention starts with risk assessment. But if risk management has already been established – for example because of an existing ISO-certification – we aim for close cooperation with your present risk management and build our preparations upon that.



[3] Crisis Management Planning

At this point in the process, the remaining risks are obvious. Together with you, we act out customised crisis scenarios. For each of these situations we compile crisis guidelines, plans of action and emergency concepts. And we draw up a battle plan for potential legal attacks. Now you have operational control over all remaining risks

[4] Crisis Communication Planning

We plan the corresponding crisis communication for every possible type of crisis. That means: deciding on a strategy, composing arguments, preparing messages, creating templates for communication – with a clean legal background – and keeping them readily available and in systematic order. In sum, we strengthen all corporate capacities to communicate quickly, clearly and coherently in a crisis. You now also have communicative control over all remaining risks.

[5] Crisis Training and Exercises

Everything has been thought through, planned, drafted. Now we practise in media and speech trainings, through crisis simulations and emergency exercises. The result: you and your communicative leadership communicate confidently and securely – with the public, critics and the press, with all stakeholders. In case of a crisis, you know what to say beforehand. And you will say it with one voice.

[6] In Case of a Crisis: Crisis Communication and Intervention

In an emergency, the crisis is managed confidently. You take the plans for this exact situation out of the drawer and know what to do instantly. Only daily adaptations with regard to current developments are still necessary. In addition, we stand by your side as trusted confederates, should you want that: for leading and managing the crisis communication, advising decision makers and board, as members of your crisis task force and in issue and threat monitoring. You are accompanied through the objection to false facts or abusive criticism. Of course, this is also true for the planning or legal strategies or rather litigation PR. Just as you wish.

PREPARED INTO THE EMERGENCY

Let us get to the point: in many companies and institutions the risk management approach does not go far enough. It simply is not satisfactory if risks are only pointed out or, at most, partly reduced. In case of a crisis you remain unprepared when critics are building up pressure, cameras are running outside the factory, worried citizens keep calling and so on. Which company can afford this?

What most companies are missing is solid preparation for emergencies. This prevention does not have to be a lengthy process. On the contrary. Consider your potential risks intensively. Invite us too if you want to. We develop customised plans of action for every possible risk and crisis scenario, prepare the accompanying crisis communication, and practise the respective types of crises in trainings – using realistic simulations. And these plans go into the drawer. Should the case arise, you are bullet-proof: you reach into the drawer and solve the problem – wisely, competently and confidently.

Is it not the most important thing to get emergencies under control quickly and safely? Most managers and responsible decision makers want to know that their company is well prepared at all times. What they do not want is having to continuously worry about that. Corporate perception cannot be frozen in defence and provision or perpetually trimmed for defensive and risk awareness – the so-called risk-based thinking. Being an entrepreneur means taking risks. The aim should therefore not be to keep risks or dangers small but to make your company great. Managers and anyone ultimately responsible want active and feasible safety.

The topic evidently is becoming more important every day. The risk management requirements in the latest ISO revision reflect this development. Invest in a way that allows your company to make the most of it: being prepared in an emergency.

As experts for crisis management and communication, we make sure you have a firm grasp of these things too. Together with you, we tackle your risks decisively and skillfully. Make use of our sensitive crisis prevention; you will be able to sleep even better.

In times of peace, we provide you with a reliable and effective emergency preparation. With us, you will have secured your first ally. You are welcome to make an appointment for a non-committal consultation.



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THE FIRST 6 RULES OF CRISIS COMMUNICATION

[1] KEEP CALM.

Take a little time to breathe. Think before you speak since what has been said cannot be taken back.

[2] REALISTIC EXPECTATIONS.

No one can undo the crisis, but through communication we can minimise damage as much as possible. Media, observers and third parties should talk and think about you equitably.

[3] COMMUNICATE.

Ducking away does not help. If possible, be the first to communicate. This way, you will be a source of information and do not leave the interpretative authority to anybody else, not even to the courts in the aftermath.

[4] DO NOT LIE.

Mistakes can happen, but lies destroy credibility and trust. The truth always comes out. Lies are a sign of aimlessness and helplessness and do not make a good impression in court if a dispute arises.

[5] TAKE NOTES.

Document your previous statements and interlocutors in the crisis. This collection of data is essential for potential resulting legal proceedings. The communication strategy necessary now must take into account what has already been said.

[6] GET HELP.

Focus on your core competencies. You need to solve the original problem – for example a production error or the like. Find legal advice. Communication professionals like us cover your back.

CRISIS HOTLINE +49 (0) 69 - 23 80 79 - 210

CRISIS SOLUTIONS: WHEN WE HELP AND HOW

IN PEACETIME

risk handling and crisis prevention

BEFORE THE CRISIS

crisis preparation and monitoring

IN THE CRISIS

prompt help in a state of emergency

AFTER THE CRISIS

evaluation, change communication and reputation reconstruction

Gloria Mundi is your expert for sensitive crisis and brand communication in Frankfurt. In a case of emergency we, as an agency for crisis communication, can cover your back round the clock. We can control and manage the entire internal and external communication for you. Thus, we reduce and prevent reputation damage and the associated losses. As people with an outstanding intuition for brand communication, we are capable of evoking the splendour of companies, institutions and individuals at the same time. We are at your disposal. We are your communication experts with years of experience.

CRISIS HOTLINE:

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