

# Crisis Management



## Ensure your organisation is prepared to handle a major incident or crisis

A crisis or disaster, however caused, can strike an organisation at any time. It is most devastating when it is sudden. At such times, there needs to be a well rehearsed contingency plan to ensure there is a positive, focused and effective response.

- Provide the required focus for an effective response
- Manage exercises to validate plans and improve staff training and awareness.

The principles of good crisis management are straightforward but many companies frequently fail to apply them correctly. Actually identifying a crisis, for example, is not always as easy as it might seem. It's because of this that good crisis management procedures include triggers for the early identification of incidents and the invocation of an appropriate response.

Insight will assist you in developing a practical crisis management framework that will:

- Integrate your existing contingency plans and lines of communication
- Identify the members of a Crisis Management Team and their responsibilities

### **A generic plan**

Insight Consulting has extensive experience in operational response to crises and the development of crisis management plans. Our experts will work with you to identify how your management structure – and its inherent roles and responsibilities – can be best applied to protect your staff and key business processes. We'll also help you to develop appropriate plans that can be used to respond to any incident – whatever its cause.

### **The Golden Hour**

As with casualty response, there is a 'Golden Hour' following the identification of a crisis when the immediate response must be as professional as the crisis is debilitating or potentially devastating. If this response is considered and coordinated, the subsequent crisis management action is far more likely to be effective.

## **SIEMENS**

Global network of innovation

## **Insight Consulting**

Our consultants will work closely with your business managers to ensure your crisis management plan identifies crucial immediate actions, is fit for purpose and reflects not only best practice from organisations with similar profiles to your own, but also benefits from Insight's own experience and methodologies gained from a wide range of industries.

### **Crisis Management Team**

A key part of the plan is the provision of a Crisis Management Team. Insight will recommend the most appropriate membership and identify specific tasks such as the collation, analysis and assessment of the incident impact, resolution of 'conflicts of interest' and the development of actions for immediate response and recovery.

We'll also provide instruction on how best to prepare a status brief – both for the board and the rest of the business. Similarly, advice on handling the media – issuing press statements, for instance – will be addressed as will the 'message' to be communicated to appropriate external organisations.

The importance of such communications cannot be overstated. Most inquiries following a major incident, for example, recommend improved communications. We'll advise you on how to achieve this.

### **An aide-memoire**

Our consultants will also help you to develop aide-memoires – lists of key decisions and contact details that can be carried in wallets or handbags – and which can be a key tool in assisting senior managers to implement an effective and immediate response.

### **Crisis management fundamentals**

Insight will ensure your crisis management process and associated plan include the following fundamentals:

- Use of the existing management structure including roles and responsibilities
- Incident and crisis identification
- On-call, standby and invocation processes
- Identification of internal and external lines of communication
- System by which business continuity plans are invoked and co-ordinated
- Decision making and the resolution of conflicts of interest
- Management of the incident site
- Arrangements for reporting the status of staff availability, facilities, systems and other processes or equipment critical to the business
- Identification of key communication and technical equipment
- Organisation and management of the Crisis Management Control Centre
- Status reporting throughout the company and to appropriate external organisations
- Developing disaster report forms.

### **Exercising plans**

Insight can also support your business by facilitating a range of crisis management exercises such as desktop scenario testing, media handling and role-playing. These represent a time-efficient way of training staff with the added advantage of engaging senior management, integrating contingency planning and validating your plans.

### **Key features**

- Enhanced safety of staff and customers
- Compliance with regulatory requirements
- Mitigation of effects from a major incident or emergency
- Improved staff morale and confidence in the company
- Protection and enhancement of reputation
- Reduction of risk of litigation and corporate liability.



Insight Consulting is the specialist security, compliance and continuity unit of Siemens Communications and offers a complete, end-to-end portfolio encompassing:

- Research
- Consultancy
- Testing
- Implementation
- Training
- Recruitment
- Managed services

Insight is BS7799 certified, is a GCat and S-Cat (Category 7) supplier and subscribes to the CESG Listed Advisor Scheme (CLAS) and CHECK services.

If you'd like to discuss how Insight could help you manage risk in your organisation, email us at [insight@insight.co.uk](mailto:insight@insight.co.uk) or visit our web site at [www.siemens.co.uk/insight](http://www.siemens.co.uk/insight)

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