



PREPARE AND PREVENT

CRISIS MANAGEMENT PLANNING, TRAINING & CONSULTING SERVICES

No organization is immune from a crisis that can harm revenue, profits, market share, stock price, brand equity, reputation and even its very survival. Those who fail to prepare for probable issues place their organizations in jeopardy.

When a business crisis erupts, time is of the essence. Executives no longer have the luxury of hours or days before they respond to stakeholders and the media. Today, with a 24-hour news cycle, rabid social media and 'citizen journalists', organization leaders must be prepared to respond in minutes.

That's where the ICM experts come in. Unlike general consulting and PR firms, *crisis management is all we do*. We go anywhere 24/7 to support our clients, working side-by-side to protect the organization's brand and reputation, communicate with speed and transparency and mitigate negative outcomes.

ICM Prepares Executives to Lead Before, During and After a Crisis

- Crisis planning and preparedness
- Vulnerability and risk assessments
- Risk-specific planning tools
- Crisis plan development
- Simulation exercises
- Management training
- Strategy and message development
- Spokesperson/ media training
- Mainstream and social media monitoring, analysis and reporting



Crisis Response

We are on call 24/7 for immediate strategic and tactical support:

- On-site crisis response team
- Message strategy, development and management for all key audiences / stakeholders
- Executive and spokesperson coaching and interview preparation
- Media relations services for the duration of the event
- Comprehensive media and social media monitoring and analysis
- Reputation management and damage mitigation

Why Partner with ICM?

Founded in 1989, ICM was one of the first firms in the U.S. to specialize in crisis management and communications. We've supported leaders in small to medium sized companies to multi-billion-dollar international corporations across numerous industries, non-profit organizations, religious institutions, colleges and universities, government agencies and more.

*It is much easier
to prepare and prevent
than to repair and repent*

Our experience includes work with virtually every kind of business crisis, including:

- Activist threats against company or executives
- Boycotts and picketing
- Criminal prosecutions and federal civil investigations
- Crude oil spills
- Executives facing indictment
- Employee fatalities on the job
- Highly contagious illness or pandemic
- Illegal or unethical behavior by employees
- Natural disasters, including wildfires, hurricanes and earthquakes
- Online reputation attacks
- Plant closings and downsizings
- Product recalls
- Serious incidents involving multiple victims
- Social and political issues
- Sudden death or incapacitation of a key executive
- Unfounded rumors that disrupt operations
- Violent strikes and labor disruptions
- White collar crime
- Workplace shootings, assaults and violence
- Wrongful death and patient abuse investigations



Institute for Crisis Management

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