

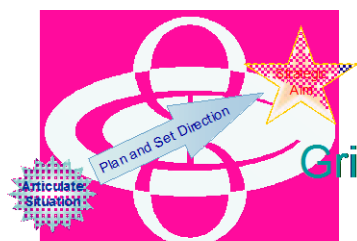


When Reputation Meets Reality

OCTO

Director's Crisis Guide

Fast access framework for corporate executives to grip
a crisis and drive to a successful outcome



Gripping a Crisis

Initial Assessment and Actions

Frame the Big Picture

Strategic Development

Crisis Organisation

Action Planning

Reputation Management

Board Briefing





OCTO

Director's Crisis Guide



A significant event, or situation, which threatens the fabric of the organisation in terms of bottom-line financial performance, stakeholder relations, or corporate reputation and which requires special measures to be taken to ensure local or corporate business survival.

Don't forget that crisis can also represent a business opportunity!

- ▶ Range and nature of corporate crisis
- ▶ Required roles of directors and staff
- ▶ Notification and mobilisation
- ▶ Strategic issues for specific corporate crises
- ▶ Guidance appropriate to director response
- ▶ Reputation management; media and stakeholder engagement
- ▶ Interface with crisis management team
- ▶ Business continuity processes

For further information contact:

Helen Shannon
OCTO
www.Octo.uk.com

Tel: 01244 405270
Email: OctoChester@Octo.uk.com

Crisis

