



**“The Chinese use two brush strokes to write the word ‘crisis’. One stands for danger; the other for opportunity. In a crisis, be aware of the danger – but recognize the opportunity.”**

**John F. Kennedy**

## **Crisis Management & Communication Emergency Management**

*Life without threats is an utopian dream. As well as in our personal life as in organizations, risk management and control is our second nature. In a rapidly changing world, it is essential that organizations act cautious and deliberate, embed their rationale, continuity and growth. We reasonably know that one day we could be faced with an unexpected, unwanted event. The illusion of invulnerability and security fiction restrain us from facing the threat of worst case.*

*During a crisis situation, our controlled, safe and predicible environment changes into chaos, vulnerability and our destiny becomes unforeseeable. Planning, in advance of a crisis, by setting up a Crisis Management organization, procedures and training, can increase an organizations’ capability to effectively and efficiently fight a crisis.*

*Crisis Management is the compilation of activities, measures, procedures, resources, competences and skills to prepare for, protect against and eventually fight a crisis.*

### **BCM & Crisis Management**

Crisis Management is part of the set of measures organizations implement in a Business Continuity Management (BCM) process. The objective of BCM is to safeguard continuity of the organizations’ key values like reputation, brand value and market position.

The primary objective of Crisis Management is to control a crisis. Crisis Management is a repressive measure, inseparable from all other measures an organization takes to safeguard continuity.

To be able to perform effective and adequate Crisis Management, a Crisis Management Plan is required.

This plan is based on the five phases of a crisis:

- Preparation
- Escalation & Notification
- Acute phase
- Stabilization phase
- Recovery & Aftercare

### **Organizing Crisis Management**

A crisis requires less space to improvise. Ascore is convinced that setting up Crisis Management and training of the organization are the primary needs to succeed. We would like to present you the essential components of Crisis Management, and how Ascore can assist you developing them.

#### *Risk Analysis*

Offered as a BCM Service, the Ascore Risk Analysis is focused on identifying and analyzing threats to your organization. In the context of Crisis Management, the Risk Analysis is used to determine what crises you could face.

#### *Issue Management*

Issue Management is building bridges between your organization and its stakeholders. We create awareness and procedures to monitor media and stay ahead with social and political developments. When issues exist, your organization is able to recognize and anticipate and prevent a crisis.

### **About Ascore**

Ascore is specialized in operational risk management consultancy and staffing. Operational risk management, information security, business continuity and compliance to laws and regulations are major cornerstones of our services.

Ascore assists its customers with the incorporation of operational risk management at all levels and in all areas of their organization, including day-to-day operational decisions. No decision should be taken in any organization without applying proper operational risk management. It can be applied throughout the entire life cycle of any activity or project. In order to minimize risk, it is however preferable to apply operational risk management is applied at the beginning phase of a project or operational activity.

### **About Ascore Academy**

Ascore offers, through the Ascore Academy, an extensive education and awareness program, covering several open classes, events and customized education experiences.

### **Contact**

For further and additional information, please contact us on  
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info@ascore.com

On all Ascore services our general terms of delivery apply.

# Crisis Management & Communication

## Reputation Management

A good reputation is your secret insurance in a crisis situation. You can make a difference in the way your manager a crisis. Today, the media control information, and during a crisis also your reputation. When Reputation Management is supported by strategic management, Crisis Management may not be lacking in your organization.

## Stakeholder Plan

Part of managing your reputation is knowing who your stakeholders are. When creating Crisis Management plans, Ascore identifies groups or organizations who:

- have influence on your organizations' behavior;
- are interested in your organizations' behavior;
- are affected by your organizations' behavior.

We create communication procedures for each of your organizations' stakeholders.

## The Crisis Team

The Crisis Team is responsible for safety and wellbeing of personnel, continuity of critical processes and safeguarding your organizations' reputation. We focus on identifying the right persons for this team, educating them and exercise Crisis Management.

## Resources

The most important resources for the Crisis Organization are the plan, a crisis room and technologies.

Ascore develops *Crisis Management Plans* according to the five phases of a crisis. The plan consists of procedures, information and relevant documents that are required for Crisis Management.

A *crisis room* is the location wherefrom the Crisis Team operates. Ascore can assist you in choosing a location and determining the requirements for this room.

*Technologies and tools* can assist your Crisis Teams' functioning. For example, arrange radio and TV connections to monitor media. You should have stationary and presentation equipment ready to use in the crisis room.

## Crisis Communication

We believe that communication is a key factor in Crisis Management. A Communication Team and Plan should be part of your Crisis Organization. Ascore develops Crisis Communication Plans, based on:

- Monitoring internal and external communication;
- Internal communication to employees and all others involved;
- External communication with stakeholders;
- Media and press contact.

## Emergency Management

A crisis is an escalation of events. To prevent escalation, an early response is required. Emergency Management is known as the initial response to (physical) incidents.

When developing an Emergency Management Plan, Ascore will focus on:

- Emergency Response Teams;
- coordination with Emergency Services;
- Premises, Building and Facilities;
- Damage Assessments;
- Damage Recovery.

*Emergency Response Teams* are responsible for fire extinguishing, first aid, evacuation and head counts. They are your eyes, ears and hands at the incident location and *coordinate the response with Emergency Services*. Ascore has the knowledge and experience to educate and exercise your Emergency Response Team for their duties during an emergency.

*Premises, Buildings and Facilities* should be protected against incidents. We can assist you in developing prevention and protection programme, but also in developing emergency and evacuation planning.

To be able to quickly assess and recover damaged facilities, Ascore develops *damage assessment* procedures and *recovery plans*. This to assure that your organization can return to business as usual as soon as required!

Interested in world-class education and training on business continuity, crisis management, disaster recovery or pandemic planning: visit the website of the BCM Academy Belgium ([www.bcmacademy.be](http://www.bcmacademy.be)).

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