

Crisis Management

Anticipating crisis is part of strategic planning and risk management. Each crisis that manifests must be dealt with adeptly by leaders, who must consolidate lessons learned and communicate them to the people as organizational learning so no crisis occurs more than once. This creates an environment where stakeholders better understand the reasons for initiating change in the organization.

Crisis management includes identifying the real nature of a current or potential crisis, intervening to minimize damage and recovering from the crisis. Crisis management relies on public relations to help recover from any damage to public image and assure stakeholders that recovery is underway.

In today's environment, crisis management must be institutionalized to anticipate, prepare for and mitigate an impending crisis. Effective crisis management requires leadership support and involvement.

Boks Consulting can assist your organization in clarifying the goals and purpose of a crisis management plan that is based on the philosophy and values of the organization. Boks Consulting will help your management team draft a crisis management policy, which provides definitions for generally used terms and identifies different levels of crisis in the organization. Such a policy demonstrates leadership's commitment and promotes an enabling environment during a crisis.

Boks Consulting will help identify all the possible crises your organization may face and develop plans, roles and responsibility for preparing for and mitigating each of the crises by analyzing a range of attributes such as industry, location, process, marketplace pressures etc. and prepare leaders to impart crisis management training and organizational preparedness to employees.

Boks Consulting will guide the development of effective and elaborate communication strategies and infrastructure so timely and consistent communication with internal and external stakeholders is maintained at all times during a crisis.

Whether it's battling in the trenches during an organizational crisis, or preparing your organization for a proactive posture in the press, Boks Consulting works collaboratively with clients to devise the most effective crisis management plan in a cost-efficient manner for print, broadcast and online media.



Ed Boks