



# STRATEGIC CRISIS MANAGEMENT

**BE COMFORTABLE IN ANY SITUATION**

# ARE YOU PREPARED?

A crisis is the most serious challenge that any organisation can face. It is an inherently abnormal, unstable and complex situation that represents a serious threat to the strategic objectives, reputation and, ultimately, the existence of an organisation.

Depending on the nature of your business, a range of incidents – as diverse and unexpected as fire, cyber attacks, fraud or product recalls – could happen that

might threaten your company or can lead to a social media ‘shit storm’. Such incidents might start small but can quickly develop into a major crisis to the degree that your people, environment, assets and reputation (PEAR) are at risk. Most companies practice their crisis management procedures internally on a regular basis, but is this enough to be really prepared for a crisis situation?

## **SIMULATION, TRAINING AND CONSULTANCY**

Our in-depth assessment will highlight the specific risks for your company and how you can prepare yourself and your staff accordingly. With our strategic crisis management training, we prepare your people to deal with a crisis regardless of what form it takes. We provide professional training with credible scenarios in realistic settings that take place in a safe and confidential training environment. If you are unsure of the steps needed to improve your organisation’s capability to manage a crisis, our consultants can bring clarity.

## **YOUR EMPLOYEES WILL MAKE THE DIFFERENCE**

It is important to be aware that human and cultural factors can cause people stress when dealing with a crisis. Educating your employees in the processes involved in crisis management, and providing them with regular training, makes all the difference and increases the chances of averting a possible disaster.

## **UNIQUE TRAINING APPROACH**

Because every crisis is unique and needs a tailored approach, leading through a crisis requires preparation and training. For more than 35 years, we have helped companies all over the world prepare for worst-case scenarios. In this brochure you can read about our unique training approach. Please do not hesitate to contact us to discuss how we can assist your organisation.

With our extensive experience in and knowledge of many industries, and our unique training approach, we can prepare your company so it is always ready to face the worst.



## WHAT IS THE ADDED VALUE FOR YOUR COMPANY?

Using RelyOn Nutec as an external training provider to improve your crisis management capability has many benefits:

- Objective appraisal of your crisis management organisation.
- Challenging your team with different and company-external viewpoints.
- Improved emergency procedures with best-practice experience from many industries.
- Provision of an independent after-action review report.
- External auditing of internal procedures.
- Highly experienced and multilingual trainers.
- Interactive, realistic and impactful courses.
- Based on the highest international standards.
- Tailor-made e-learning modules and webinar tutorials.

Managing a crisis requires all the fundamental problem-solving skills your employees have been taught and the full success of the operational excellence strategies you have developed. The competences and preparedness of individual team members makes all the difference in managing a crisis. Indeed, the way a crisis is handled can mean the difference between a healthy recovery and the demise of a business.

## KEY COMPETENCES OF CRISIS LEADERS



responsible



communication skills

objectivity



determination /  
make decisions

analytical skills



courage

prudence



clarity

solution  
orientation



seriousness

## WHAT WILL YOUR EMPLOYEES GAIN?

- Composure in critical situations.
- A toolbox to handle all tasks during a crisis.
- Internalised communication processes.
- Confidence in the interaction with other stakeholders.





# WHAT CAN WE HELP YOU WITH?

## SIMULATION

Intensive, realistic and challenging scenario testing for your crisis management organisation.

- We provide experienced trainers, professional role players, realistic scenarios, and media simulation in order to test your crisis organisation and crisis procedures.
- The simulation involves all relevant stakeholders and, if required, can also include other stakeholders, assets and locations.
- With our objective appraisal, we will identify the strengths and weaknesses of your crisis management organisation and help you with the next steps.

**How capable is your company?**

## TRAINING

Tailor-made training based on your individual strategic and operational requirements.

- We ensure the readiness of the organisation to handle specific risks through training.
- In consultation with you, we develop realistic and individual training modules.
- Modules consist of: organisational structure, leadership, teamwork, and communication.
- All training is highly interactive and makes use of management assignments, exercises and workshops.

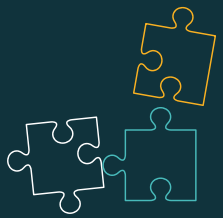
**Be competent and lead any crisis!**

## CONSULTING

To build a crisis management capability.

- We analyse the current crisis organisation, e.g. risk assessment, crisis and contingency planning and provide a gap analysis and/or evaluation report.
- We can also develop a long-term continuous competence improvement programme.

**Get well prepared for the heat of the moment!**



### Additional training and consultancy that can be supplied:

- Media training.
- In-depth external communication training.
- Complete review of emergency procedures.
- Team building.
- Leadership training and coaching.
- Stress tests for individuals.



## WHAT MAKES OUR APPROACH DIFFERENT?

We focus on your entire organisation using a holistic and scalable approach:

- **All-levels:** From crisis team members to the management board – everyone will be prepared.
- **Multi-disciplinary:** Interaction across functions, departments and externals – all relevant stakeholders can be involved.
- **Strategic and operational:** Exceptional emergency planning goes hand-in-hand with highly trained operations – all facets can be covered.
- **Holistic preparedness:** From incident preparation to crisis management to business resilience and continuity (based on ISO, CEN/TS norms).

## WHY RELYON NUTEC?

- 35 years' experience in strategic crisis management and safety training.
- Best-practice expertise from working with customers from many industries.
- Market leader in strategic and operational training with 37 training centres worldwide.
- Objective appraisal.
- Safe and confidential training environment.

RelyOn Nutec is committed to the safety of your employees and customers. We help organisations prevent and, when needed, effectively tackle incidents. We bring theory and practice together with the sole aim of keeping people safe. We call this 360° safety.

Our work consists of providing expert advice to organisations so that they are well prepared and properly equipped to work safely and effectively. We ensure employees are properly trained to deal with incidents and crises should something go wrong.

RelyOn Nutec has a long history of advising, educating and training people in safety strategies. We work with large and small companies, public authorities and fire brigades worldwide. We are proud to provide support to customers that are so strongly committed to the safety of their people.

Making work safer – together!

## REFERENCES

Using our intercultural competences, we have trained companies in strategic and operational crisis management in over 20 countries and across many industries for more than 35 years. Using our best-practise expertise and experience, we develop individual and tailor-made training for you. Safety and confidentiality are our top priority.

**“The training was very good. It made me reflect on how vulnerable our organisation is to unexpected situations and how ill-prepared we are in being able to cope. In the debriefing, we realised the weaknesses of our procedures. It has shown me that normal management skills are insufficient in a crisis and that the new skills gained will make our organisation more resilient to unexpected situations”**

*Crisis team member – oil & gas industry*

**“I was surprised by the realism of the scenario training. After a while I couldn't separate it from a real life. It felt like a real crisis, I actually felt the adrenalin. I thought large crises would only happen to other industries and that we would only need to know how to handle the media. Well, I know better now. The crisis simulation was a real eye-opener for us.”**

*Operations manager – consumer goods industry*





# WHAT WOULD YOU DO? WHAT WILL BE YOUR RESPONSE?

## REAL-LIFE SITUATIONS

Imagine you are the CCO of a global Top 10 food processing company and several people are taken into hospitals after consuming one of your best selling products. Investigation shows that your product is contaminated with a bacteria called *Listeria monocytogenes* which can be fatal, especially in certain high risk groups. The Governmental Food and Drug Administration already sent an alerting on the news and social media.

### What would you do?

- Would you put out a press statement or send a spokesperson to the scene?
- Is your crisis team ready to lead the company through this situation?
- Is your product recall plan up to date? actually leading the company through it?

You are the site manager of a well-known global chemical company and your site has a severe leak of highly toxic gas. The toxic gas cloud reaches a neighbouring village and some people are taken to hospital. On social media platforms, many people are demanding the site is shut down, citing a lack of safety standards and violations regarding environmental permits. Even the national press is paying attention to the situation.

### What will be your response?

- How will you lead the company through this situation?
- How will your shareholders react?
- How do you deal with social media?





## WHO SHOULD ATTEND?

Anyone involved in incident response and crisis management. Our training courses are designed for people at all levels within your organisation, and for all industries.

**PREREQUISITES:**  none.

**DURATION:** 

depending on the specific training needs, typically half a day to three days.

**TRAINING LOCATION:** 

arranged in consultation with the customer. We prefer to conduct training at the location where the crisis management team will convene should they face an actual crisis. It is also possible to involve other external locations (by telephone or video conference).

**TRAINING CONTENTS:** 

RelyOn Nutec offers training packages for the specific needs of crisis management teams. These courses are always tailor-made to suit the specific requirements of your organisation.

They can consist of the following modules:

### **Organisational structure**

- Responsibilities and authorities
- Resource management
- Use of specialist and external support

### **Leadership**

- Effective decision-making
- Situational awareness
- Commander's intent
- Delegation of tasks

### **Teamwork**

- Threat analysis and determining objectives
- Planning and implementing incident action plans
- Working in a multi-agency environment

### **Communication**

- Internal information management (e.g. documentation/logging)
- External communication (e.g. stakeholders, mainstream and social media)
- Optimising meetings and briefings

# WELL PREPARED FOR THE HEAT OF THE MOMENT

## NEXT STEPS:

1. Get in touch to discuss your requirements and receive a non-binding, individual offer.
2. Individual evaluation of needs and defining the next steps.
3. Tailor-made strategic crisis management training, scenario simulation and/or consultancy.