



## **RESOLUTE.** STRATEGIC SERVICES

### **What a Prepared Organization Has in Place**

- Crisis response team roles
- Clear escalation protocols
- Decision trees
- Pre-drafted messaging
- Scenario-specific playbooks
- Tabletop exercises

### **The Outcome of Being Prepared**

- Ability to respond faster
- Communicate more clearly
- Retain trust
- Minimize disruption
- Protect reputation long after the incident fades

## **Crisis Communications** **Why preparation is so important.**

Crises rarely announce themselves. What begins as a system glitch, an allegation, a safety concern or a rumor can quietly gain traction and escalate before anyone realizes what's unfolding. By the time the scope becomes clear, the timeline and the narrative may already be slipping away.

**Preparedness restores control.**

## **Why Organizations Must Prepare in Advance**

### **The First Minutes Shape the Outcome**

Early actions, or silence, determine whether stakeholders feel informed, reassured or misled.

### **Rumors Move Faster Than Facts**

You either control the narrative, or misinformation and rumors will do it for you.

### **Stakeholders Expect Speed & Transparency**

Employees, customers and families expect clarity & transparency when something goes wrong.

### **Every Sector Has Its Own Vulnerabilities**

While crises vary, from data breaches to safety issues, the need for structured communication is universal.