



Accompanying reorganisation

Reorganisation and restructuring plans can have major consequences for an organisation's reputation and may – without a professional communication approach – severely harm its future development. When employees, suppliers, consumers, authorities and the media lose confidence in the company, a reorganisation programme turns into a real nightmare.

akkanto can help you to minimise the consequences of a restructuring on your organisation's reputation.

Relying on years of experience in supporting reorganisation activities, akkanto has built up solid expertise in this field and has developed a specific approach to support you as effectively as possible.

We offer the following services:

- Preparation of the announcement and communication during the different consultation and negotiation phases
- Control of key messages and communication with all stakeholders (the general public, customers, suppliers, consumers, trade unions, employees, middle management, etc.)
- Communication to employees and their representatives

Our approach can be summed up as follows:

1. Strategy and planning

Development of a communication strategy and plan aligned to your overall business strategy as well as the legal requirements of a reorganisation.

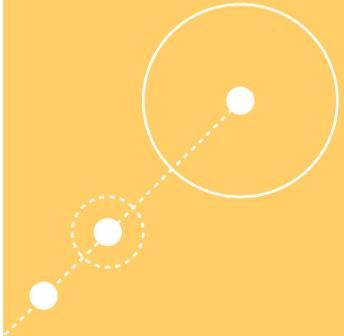
2. Messaging

Definition of key messages and scenarios which make the announcement understandable, credible and convincing for all stakeholders.

3. Mapping

Identification and prioritisation of the actors involved during the announcement. Experience has taught us that if you inform your targets about decisions and their justifications in a transparent way, they will be less inclined to act on emotional grounds or be impacted by incomplete information (for example from media or trade union sources).





4. Monitoring

Throughout the reorganisation process, akkanto uses a variety of information technology tools to continuously monitor media so we can advise you on the best strategy to adopt in order to control issues and maintain a positive perception of the company in the eyes of all stakeholders.

5. Mentoring

As well as providing *ad hoc* advice, we also offer several training modules: media training, presentation skills, preparation of staff meetings, preparation of dialogues with political decision makers who have an influence on the outcome of the reorganisation, etc.

6. Deliverables

akkanto also offers a wide range of executive and operational services, including:

- > Draft and layout of PowerPoint presentations for (Extraordinary) Works Councils
- > Standby statements
- > Creation of key messages which will form the basis of all communication

- > Reverse planning including a to-do list and allocation of tasks
- > Press releases, press briefings and press lists
- > Templates for internal communication, e.g. e-mails to employees
- > Q&As
- > Web and dark site communications
- > Mapping contact persons with all contact details

For more information, please contact:

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To ensure you have the latest version, please check our website: www.akkanto.com/our-expertise/crisis-communication. You will also find testimonials from companies who have benefitted from our Accompanying Reorganisation services, as well as information on the akkanto consultants who lead them.

