

Crisis Communication Preparedness

Organisations face more potential crisis situations than ever before. Although major steps have been taken in this area over the last ten years with more and more companies preparing themselves to face crisis situations, the time has come to go further and professionalise the field of crisis resilience.

In terms of communication, there is certainly room for improvement. About half of corporate crisis plans only prepare the company to deal with an operational crisis and do not deal with communication and reputation management.

akkanto's Crisis Communication Preparedness services

Being well prepared is crucial to efficient, to-the-point, quick and coherent crisis communications management. akkanto has developed an integrated methodology to establish and continuously improve an organisation's crisis communications resilience. We assess your needs, develop short-, mid- and long-term strategies and help you implement detailed action plans. Through our four-step approach, we assure a

high level of crisis resilience throughout the organisation, including stringent procedures, adapted crisis structures and team composition, clear role distribution, hands-on crisis tools and templates, a high-level and to-the-point training programme, and efficient and realistic crisis exercises.

Our four-step approach

1. Analysis 'as is'

We analyse your organisation's current level of crisis preparedness, using specific assessment techniques developed by akkanto. This allows for regular assessment of how your efforts are increasing your preparedness and enables reputational risks to be identified and possible weaknesses to be determined.

- > Crisis Diagnostic Tool
- > Vulnerabilities' assessment
- > Analysis of existing procedures and team composition





2. Tools & templates

In close collaboration with you, we develop tailor-made crisis structures, role descriptions, crisis manuals, check lists, crisis communication and stakeholder management tools and templates in order to enable swift, efficient and coherent crisis management, no matter when the crisis occurs.

- Crisis communication manuals & toolkits
- Crisis communication tools & templates

3. Training

akkanto offers a number of different training programmes and workshops aimed at senior management and members of crisis communication teams. These programmes help raise awareness, improve crisis management skills and capabilities, and facilitate efficient and effective crisis (communication) management.

- Awareness workshops
- Specific training programmes for senior crisis managers
- Specific training programmes for crisis communication team members

4. Exercises

It is crucial to be able to test and evaluate crisis procedures and teams. To achieve this, akkanto has developed a broad spectrum of crisis exercises with different objectives. They have all been specifically adapted to stimulate extreme efficiency. We offer large-scale generic crisis simulation exercises as well as more focused exercises, including

- Mobilisation exercises
- Walk-through crisis exercises
- Desktop and table-top crisis exercises
- (Operational) simulation exercises

Those applied depend on your needs and expectations.

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 Crisis Communication Preparedness services, as well as information about the akkanto consultants who will help you prepare for a crisis and manage an ongoing crisis.

