

Crisis & Issues Management

Effective and efficient communication in the event of a crisis or reorganisation

In the context of current societal trends, transparency, always-available information, citizen engagement, citizen journalism, etc., organisations face more potential crisis situations than ever before. Four out of five organisations will face a crisis situation within the next five years, having to struggle through troubled times to maintain their reputation.

At akkanto we have developed methodologies and strategies to protect and even improve your reputation through efficient communication. We are always on call to help you manage these challenging situations by helping you define the right strategy, as well as providing hands-on support whenever and wherever you need it.

In addition to potential crises, many companies undertake reorganisation activities to change unit priorities, initiate new programmes, enhance organisational effectiveness or address budget reductions in order to deal with the changing economic environment. Careful preparation and planning of such activities are crucial in order to communicate efficiently and protect the company's reputation, as much as possible, towards all relevant stakeholders. This is particularly true for Works Councils and employees who must be properly armed with information about the restructuring and what it means to them. Other stakeholders – shareholders, clients, suppliers, authorities and media – must not be forgotten. It is crucial that the correct messages reach them before they get the wrong ones from elsewhere.



akkanto support

Experience shows that the first 24 hours of any crisis or issue are the most critical in order to contain 'damage' and protect your company's reputation.

In the case of a reorganisation, communication should be prepared in the first hours following the decision.

In both cases, our crisis management experts are on call.

Immediately at your disposal

In order to start dealing with an issue as quickly as possible, we recommend that you call your akkanto contact directly on his/her mobile number.

You can also call the 24/7 akkanto crisis hotline on +32 (0)2 610 10 00 or send an SMS "Crisis + [your company name]" to 8989. In this case, a Partner and/or (Senior) Consultant will help you address the issue and define the right crisis response strategy to manage subsequent communications.

Fully supported by a proficient team, the Partner and/or (Senior) Consultant offers advice about how to behave in the first hour. They will help you draft key messages and statements, set up media and social media monitoring, analyse stakeholder perceptions, organise press briefings, support and prepare spokespersons, etc.

Facing a crisis?

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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 & Issues Management services, as well as information about the akkanto consultants who will help you prepare for a crisis or help you manage an ongoing crisis.

