



Bridging the gap

Crisis and Contingency Planning

When did you last review your crisis plan? Can your team maintain control and take the right decisions in the crucial 24 hours after disaster strikes? Have you tested the theory in practice?

The need for robust and well-oiled crisis management systems and cultures has never been greater. When something goes badly wrong, the number of stakeholders who suddenly evidence an interest will quickly escalate. Employees, families, communities, customers, regulators and mass media are just some of those who view your business as front and centre of a human drama. One slip and the smallest mishap, turbocharged through social media and mismanaged comms, can escalate into a bet-the-house crisis, with regulatory investigations, litigation and lasting reputational damage.

As events unfold, the decisions your senior team take can, very literally, be life or death to your brand and enterprise. Careers can be lost and reputations ruined by poor decisions.

A crisis tests the resilience and skills of your team to the full. Getting a robust, purpose-built crisis management plan in place - and training staff so that they know how to use it when reality bites - will give your team the confidence to understand the options and make informed decisions whilst building morale, togetherness and strength to succeed

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The Chinese use two brush strokes to write the word 'crisis.' One brush stroke stands for danger; the other for opportunity. In a crisis, be aware of the danger but recognize the opportunity.

John F. Kennedy 

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We bridge the gap



Eversheds Sutherland's Safety, Environment and Product Liability lawyers have been independently listed as leaders in their fields for the last decade. Whether the crisis involves a loss of life, data, control, the release of unsafe products into the market or damage to the environment, we have seen it and dealt with it. Our partners have built strong personal reputations for managing situations of acute stress, helping our clients navigate catastrophic disruptions and complex legal scenarios.

We have distilled our experience into a bespoke service to help your organisation guard against panic when serious difficulties arise. We can adapt our approach to fit your needs, but for most of our clients we find that a two-stage approach works best.

Stage 1 – Review of your crisis management plan

First, we spend time evaluating your existing crisis management plan in a desktop setting, considering the specific risk scenarios which your business might face, reviewing the plan and suggesting improvements to maximise the effectiveness of the plan and ensure compliance with current best practice.

Stage 2 – Interactive Crisis Management Day

We then turn theory into practice through an interactive Crisis Management Day. We spend time evaluating the anatomy of a crisis, looking at organisations that responded well alongside those who could have done better and then launching the team into the deep end with an evolving, interactive scenario, testing the resilience of the plan and the ability of the business to successfully handle a barrage of emerging issues.

Presentations as well as individual and team activities are designed to establish a practical understanding of the elements of crisis management, enabling the senior team to deploy and validate their crisis management plans.

At the end of the day, attendees will have responded to a bespoke scenario designed around their weak spots; and devised strategies to keep the business working. Performance under pressure can never be assumed – stress testing the plan and your people will ensure that if the storm does hit, your organisation is equipped with practical steps to survive intact.

Contact

For a conversation to explore what we can do with you please contact:



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