

Issues & Crisis Management

MORE INSIGHTS • BETTER INTELLIGENCE • INFORMED DECISION-MAKING

Reach out decisively before those first sparks explode out of control.

Make the right decisions with the right, timely information.

Fast, fresh
and focused™

Information spreads like wildfire. So does a crisis. Even inaccurate reports can seriously damage—or even destroy—a company's reputation quickly. Be prepared and get on top of the situation right away. Proactively manage issues in ways that build confidence and consistency, restore reputation, and reinforce credibility.

- ✓ Consolidate critical intelligence efficiently to deal proactively with all issues at hand
- ✓ Respond rapidly to—and maximize support from—customers, employees, stakeholders, advisors, partners, community, population-at-large, and other influential parties
- ✓ Manage new issues and competitive threats effectively
- ✓ Develop evidence-based action plans that can be executed confidently
- ✓ Establish early-warning and risk identification protocols

timely stocks plummet support analyze fast
build confidence stay consistent rapid response crisis management
employee rampage real-time be proactive tainted food
hacker wreaks havoc dangerous toys issues risky merger
engage influencers real-time relevance consolidate information

For more information, contact:
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