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CREATE

# CRISIS MANAGEMENT

**EARLY DETECTION OF HAZARDOUS SITUATIONS - SUCCESSFUL MANAGEMENT OF CRISES**



## CRISES HAPPEN. IF THERE'S NO PREPARATION, THERE'S NO CONTAINMENT.

Crises arise as a result of an event and can have fundamental negative consequences, especially if a company does not react systematically and individuals involved are not trained to do so.



The characteristics of a crisis and its consequences can consist of uncertainty, loss of confidence, aggression, apportionment of blame, distortion of perspective, flight behavior, lies, repression.

## INSTRUMENTS & ENABLED PEOPLE, ONE WOULD WANT TO HAVE IN PLACE:

Early Alert System [EAS]: (Continuous risk analysis, in- & outbound): recognize impending crises  
 Early Response System [ERS]: (Handbook, Process, Tools): immediate action & communication  
 Rapid Reaction Team [RRT]: is trained on ERS and acts professionally and on fast-pace:

Risk Prevention & Communication	Crisis Management	Crisis Communication
<ul style="list-style-type: none"> <li>• What can be avoided?</li> <li>• Investigate own behavior</li> <li>• Stakeholder monitoring</li> <li>• Monitoring of reporting</li> <li>• Crisis portfolio and evaluation</li> <li>• Mindful behavior</li> </ul>	<ul style="list-style-type: none"> <li>• What has happened?</li> <li>• What to do?</li> <li>• Mitigate damage to people and the environment</li> <li>• Analysis</li> <li>• Evaluation</li> <li>• Actions</li> </ul>	<ul style="list-style-type: none"> <li>• How do we get it across?</li> <li>• Establish, maintain info flow</li> <li>• Description / Documentation</li> <li>• Authenticity &amp; professionalism interaction</li> <li>• Transparency</li> <li>• Contact</li> <li>• Feedback</li> </ul>

## OUR OFFER

A crisis usually comes unexpectedly and violently. It affects individuals as well as companies and institutions. Crises can be enormously expensive. Crisis prevention is an important basis. For a sustainably successful crisis management it is crucial to react competently, competently, thoughtfully, credibly and above all: quickly.

Comprehensive crisis communication is an extraordinary skill – you must practice. The negative examples of people who do not master crisis communication well can be seen almost weekly. Our services include consulting as well as training & coaching, specific to your situation.

## ADVICE, TRAINING, COACHING ON



## TARGET AUDIENCE

- Leadership
- All personnel involved in EAS, ERS & RRT
- All employees on awareness level

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