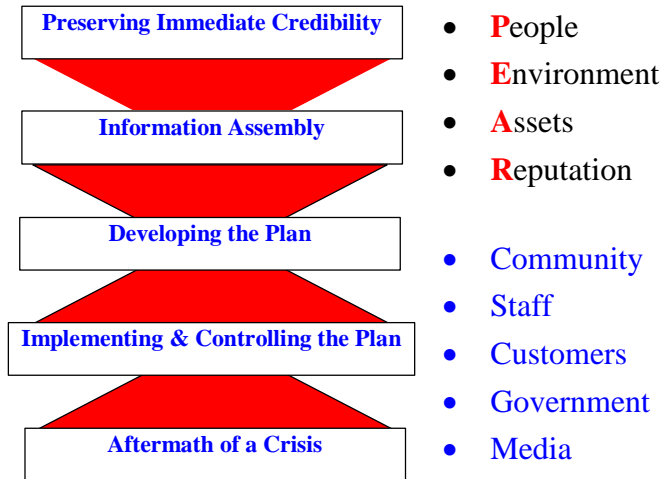


CRISIS MANAGEMENT



A Crisis is situation where an Organisation faces a threat to its medium term to long term existence. Crises may be event driven or issue driven and can arise from a single event or issue or a sequence of them. They may be triggered or exacerbated by:

- Operational emergency – especially w/ major loss of life, environmental impact, community impact
- Increasing frequency of accidents / failures especially those with Community loss / disruption
- Security attack, or threat – Criminal, Terrorism, Hacking
- Product quality failure, or malicious contamination
- Environmental accidents particularly if of the scale (or at a time) to interest Media & NGOs
- Adverse Public, Governmental, Media or NGO focus on real or perceived Company Misbehaviour

We can help to identify potential Crisis Exposures and establish mechanisms to make Crisis less likely:

- Business Risk Assessments
- Business and Operational Management Systems
- HSEQ Management Systems
- Environmental Reviews, Management Systems
- Issues Management Mechanisms and Tools
- Business Risk Monitoring and Alert Mechanisms

We can prepare to respond to potential Crisis Situations to avert, or at least minimise the impacts of, Crisis

- Procedures and Guidelines – to organise and ensure essential early responses
- ‘Techniques and Tools’ Workshops – to practice the skills required for immediate and ongoing assessment and decision making
- Stakeholder Engagement Training – Media, Government, Community – Information Release, Press Conferences, Public Briefings, Ambush Interviews

As part of this, or as independent tests and assessments of your own arrangements, we can test and practice your organisation to develop and refine these skills and identify any gaps through:

- Crisis Management Workshops
- Crisis Simulation Exercises



CW
INTERNATIONAL

For Oman:
Safeway Engineering Services LLC
Tel: +968 981 39754
Fax: +968 244 86390
www.cwinternational.ae
psbooley@cwinternational.com