

# Crisis Management

## Full scale

## Exercise

The best way to test your crisis plans is to have a crisis. We don't recommend that. We suggest the next best way which is to run a full scale crisis simulation exercise.

docleaf's tailor made crisis exercises involve inputs from key stakeholders, including the media, relatives, politicians, investors, customers and campaign groups all role-played by trained actors. This puts real time pressure on every aspect of your crisis response.

### THREATS:

Product failure

Explosion & fire

Multiple fatalities

Extortion

Natural disasters

### BENEFITS:

Brand protection

Increased staff confidence

Consumer protection

Reduced litigation

Decreased insurance

### What will you achieve?

- Identify gaps and weaknesses in your current crisis response strategy
- For newly-formed crisis teams, they will experience how to operate effectively
- Experience the pressure of a crisis
- If you are just beginning to plan the exercise will demonstrate the need for crisis planning and to obtain executive buy-in

### Who is this for?

- Any company that could find itself in a crisis, especially those with a higher risk profile.
- Crisis teams that need to be put through their paces
- Stakeholders that need to be reassured

### What is included?

- Full authoring of the scenario with your input prior to the event
- All actors required on the day
- Journalists and camera crews can be supplied for added realism
- Full debrief on the day after the event
- Verbal debrief on the day
- Written report with recommendations for improvement



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