

Mark Harris

*Crisis respons*

**RISK FORUM 2016**  
en värld i förändring



# SWERMA – Risk Forum 2016

## Crisis Response

17<sup>th</sup> March 2016

Mark Harris, Director, Crisis Response Services, Olive Group



## To be covered

- The incident location first steps
- Head office actions
- Mapping the participants
- Top tips

## Planning quotes

There cannot be a crisis next week. My schedule is already full. – ***Henry Kissinger***

What one decides to do in crisis depends on one's philosophy of life, and that philosophy cannot be changed by an incident. If one hasn't any philosophy in crises, others make the decision. – ***Jeanette Rankin***

Let our advance worrying become advance thinking and planning. – ***Winston Churchill***

No plan survives contact with the enemy.

*But what was really said was* - No plan of operations extends with certainty beyond the first encounter with the enemy's main strength. – ***Helmut von Moltke the Elder***

## So what?

- Our plan needs to be 24/7/365
- We need to have designated alternates
- The plan needs to take into consideration and reflect the philosophy, ethos, and culture of the company and reflect that
- The plan needs to be based on pertinent scenarios based on risks arising from our risk assessment that cannot be mitigated or ruled out
- The plan needs to be dynamic and looking into the future
- The plan needs to be simple:
  - Communicated categories of incidents
  - Notification system
  - Team membership
  - Contact and communication details
  - External agencies
  - Roles and responsibilities
- Training, rehearsals, and exercises will do the rest

## Incident location first steps



## Head Office considerations

Convene Crisis  
Management Team

Notify Decision  
Making Authority

Notify Crisis  
Management  
Consultants

Notification of  
authorities



Support to Incident  
Management Team

Confirm support teams set up  
HR  
PR  
Finance  
Legal

Follow Crisis  
Management Plan

# Crisis management consultants

Confirmation of  
events to date

Immediate advice

Mapping the  
participants

Deployment of  
consultants

Provision of local  
intelligence

Training the  
communicator

Media monitoring –  
mainstream & social

Development of  
strategies & tactics

Profiling the  
company/family





## Mapping the participants



# Top Tips

- Do not be taken by surprise
  - Be aware of the risks
- Be prepared
  - Plan
  - Train
  - Rehearse
  - Test
- Identify resources
  - Get to know them
  - Understand their limits
  - Train with them
- Communicate
  - Internally
  - Externally

“Thank you for your attention.”

