



CRISIS MANAGEMENT
AND RESPONSE

COMMITTED
GLOBAL
EXPERTISE



Since 1990 we have been committed to helping clients understand the threats to their people, information, property and reputation. Our global team provides you with the expertise to mitigate and manage security risks so that you can focus on opportunities and meet objectives.

COMMITTED
GLOBAL
EXPERTISE

▶ **COMMITTED**

We develop long-term, collaborative client partnerships, that put you in greater control. Our commitment to an immediate response when you need us offers certainty and peace of mind.

▶ **GLOBAL**

We are a global team that provides a local service. With extensive resources on the ground around the world, we understand your culture and speak your language.

▶ **EXPERTISE**

We attract and develop the highest-calibre of specialists. Our team has wide experience of the evolving challenges faced by every industry sector around the world.

OUR
VALUES



ORGANISATIONAL RECOVERY OR FAILURE?

A crisis is defined as “an abnormal and unstable situation that threatens strategic objectives, reputation or viability.” However, every organisation is unique and has its own considerations as to what constitutes an incident or a crisis.

Regardless of definition, it is not possible to anticipate or prevent every event, which is why we can help you build your crisis management capability to respond effectively regardless of what happens.

This could make the difference between a rapid and controlled recovery or failing to recover at all.

* Source British Standards Institution Guidance on Crisis Management, BS 11200:2014

WHAT IS CRISIS MANAGEMENT?



Crisis Management consists of two interlocking elements:

Incident Management and Crisis Communications

By handling these in close conjunction during an incident, you are better positioned to take the right actions and also communicate effectively to stakeholders.

WHAT ARE THE BENEFITS?

A robust Crisis Management capability will help protect your organisation, reduce the impact of adverse events, protect your people, aid recovery, support business continuity, and limit damage to your brand and reputation.

“ It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you’ll do things differently.”

Warren Buffett

BUILDING YOUR CAPABILITY

We help you build your capability to respond by developing an effective plan and with the right team. Through a combination of consultation and collaboration, NYA provides detailed advice and guidance on:

1 **Assessment** – Reviewing, refining and building policies and procedures, ensuring that any regional or site plans, and contingency plans for specific types of incidents, are aligned to your corporate Crisis Management Plan.

2 **Identification** – Pinpointing feasible, potential incidents and defining the difference between an incident and a crisis to your organisation.

3 **Triggers** – Building a response mechanism that includes and applies the appropriate levels of decision-making authority.

4 **Stakeholder Management** – Identifying stakeholders to ensure that all parties are considered in the response, both for incident management and crisis communications.

5 **Team** – Building an appropriate crisis management team, ensuring that the right personnel, structure and resources are in place should you need them.

6 **Training** – Building confidence in the crisis management team, making sure they are effective in their roles and responsibilities and understand the functions of the Crisis Management Plan.

7 **Testing** – Ensuring that internal reporting structures and activation procedures function effectively, using simulated incident exercises to 'rehearse' procedures.

8 **Accountability** – This capability must be 'owned' by the organisation. We help embed the principles and process, giving you the understanding and tools to manage it effectively.

COLLABORATION – GUIDING YOU THROUGH A CRISIS



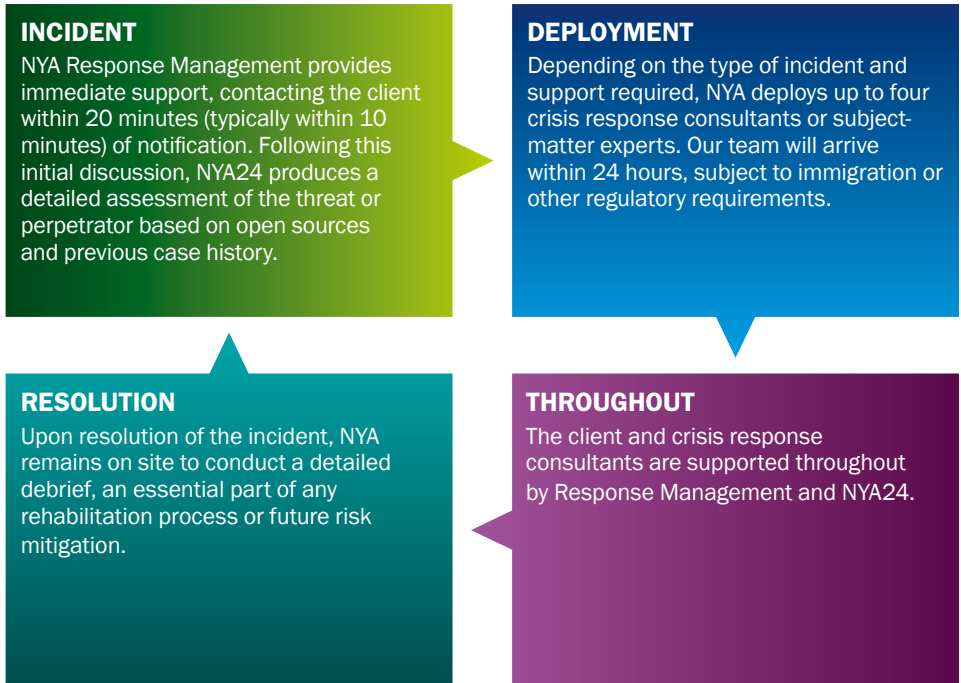
In the event an incident or crisis occurs, our crisis response consultants provide you with practical advice, options and scenario planning based on tried and tested procedures. Our primary objective is always the successful resolution of the crisis, to put you back in control.

HOW DO WE HELP?

Our four-stage incident management process



Typical response



WHAT TYPE OF INCIDENTS DO WE HELP WITH?

NYA has responded to 80-100 cases each year since 1990, so our experience of incident types is broad. Regardless of the type of incident, the operating environment or complexity, we are committed to advising and supporting you through to resolution – anywhere in the world.

CONTACT
US

LONDON

40 Lime Street
London
EC3M 7AW
United Kingdom

SINGAPORE

One Raffles Place
Tower 1
1 Raffles Place
Singapore 048616
Singapore

NEW YORK

77 Water Street
New York, NY
10005
United States