

Preparing for a crisis is like preparing for your most important game day. It takes strategy, practice, discipline, team building and perhaps most importantly, commitment.

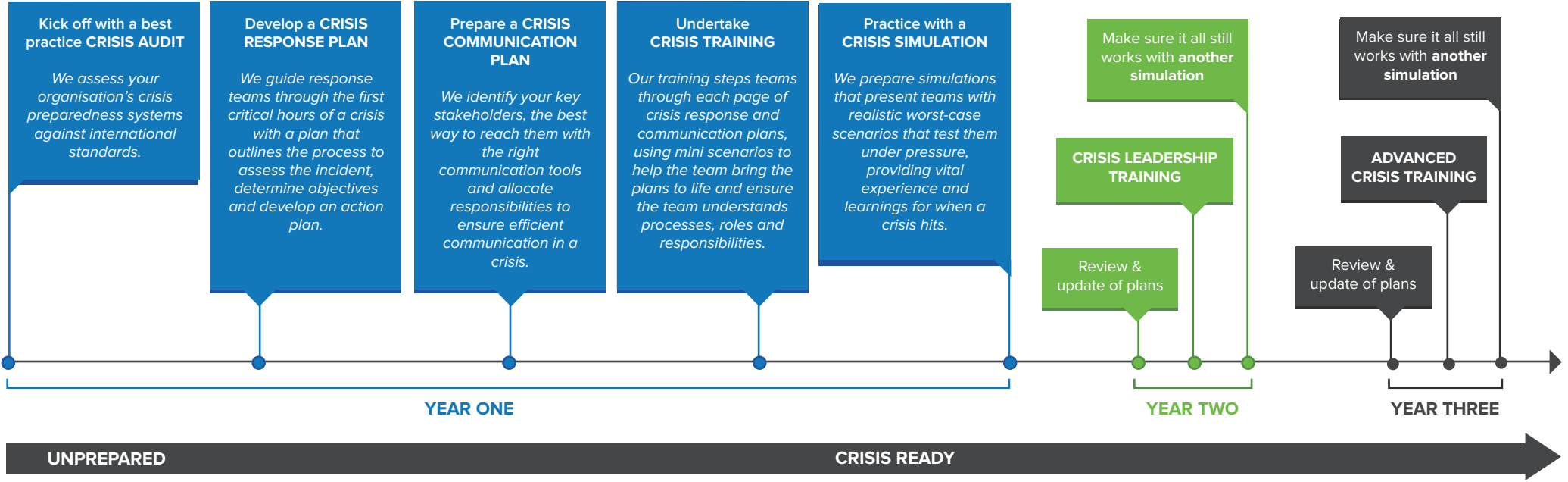
With more than 20 years' experience helping clients prepare for crises, we have seen too many organisations with the "we have done it once, no need to do it again" mentality. We have also seen the consequences when crises hit, such as; crisis teams in chaos and poor decision-making which can significantly impact people's lives, as well as organisation's reputations and bottom-lines.

Crisis preparedness activities need to be conducted on an ongoing basis to prepare for evolving threats, practice responding under pressure, and to accommodate changes that happen within an organisation. These changes can drastically alter a crisis team's response if not identified and tested prior to a real incident.

Socom's ***Crisis Ready*** program makes sure organisations are prepared to respond to any crisis at any time.

Get in touch to discuss how we can tailor a Crisis Ready program to improve your organisation's level of preparedness.





In year two, the **CRISIS LEADERSHIP TRAINING** tests and strengthens the inter-personal skills of team members to ensure they work together effectively under pressure.

Year three focuses on improving **RESPONSE RATES** by testing the efficiency of teams in a more comprehensive simulation.

The Outcomes

Crisis Ready ensures crisis response teams:

- Understand their role and the process during a crisis
- Have the skills, confidence and experience to respond to high pressure situations, when big decisions need to be made quickly
- Work together as an efficient team, recognising and using each member's strengths
- Ensure stakeholders get the right information when they need it
- Have the best chance to enhance your organisation's reputation during a crisis





“Failing to prepare is preparing to fail”

We didn't say that, Benjamin Franklin did.

SOCOM
Strategic Outcomes

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