

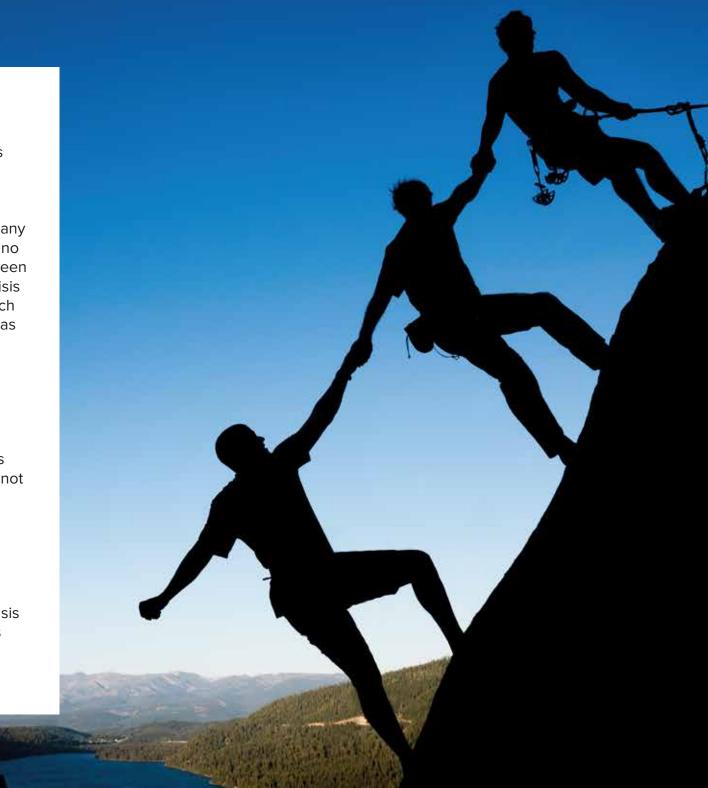
Preparing for a crisis is like preparing for your most important game day. It takes strategy, practice, discipline, team building and perhaps most importantly, commitment.

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.



Kick off with a best practice CRISIS AUDIT

We assess your organisation's crisis preparedness systems against international standards.

Develop a CRISIS RESPONSE PLAN

We guide response teams through the first critical hours of a crisis with a plan that outlines the process to assess the incident, determine objectives and develop an action

Prepare a CRISIS COMMUNICATION PLAN

We identify your key stakeholders, the best way to reach them with the right communication tools and allocate responsibilities to ensure efficient communication in a

Undertake CRISIS TRAINING

Our training steps teams through each page of crisis response and communication plans, using mini scenarios to help the team bring the plans to life and ensure the team understands processes, roles and responsibilities.

Practice with a CRISIS SIMULATION

We prepare simulations that present teams with realistic worst-case scenarios that test them under pressure, providing vital experience and learnings for when a crisis hits.

Make sure it all still works with another simulation

CRISIS LEADERSHIP TRAINING

Review & update of plans

WEAR TWO

WEAR THREE

YEAR ONE YEAR TWO YEAR THREE

UNPREPARED CRISIS READY

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

In year two, the

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



