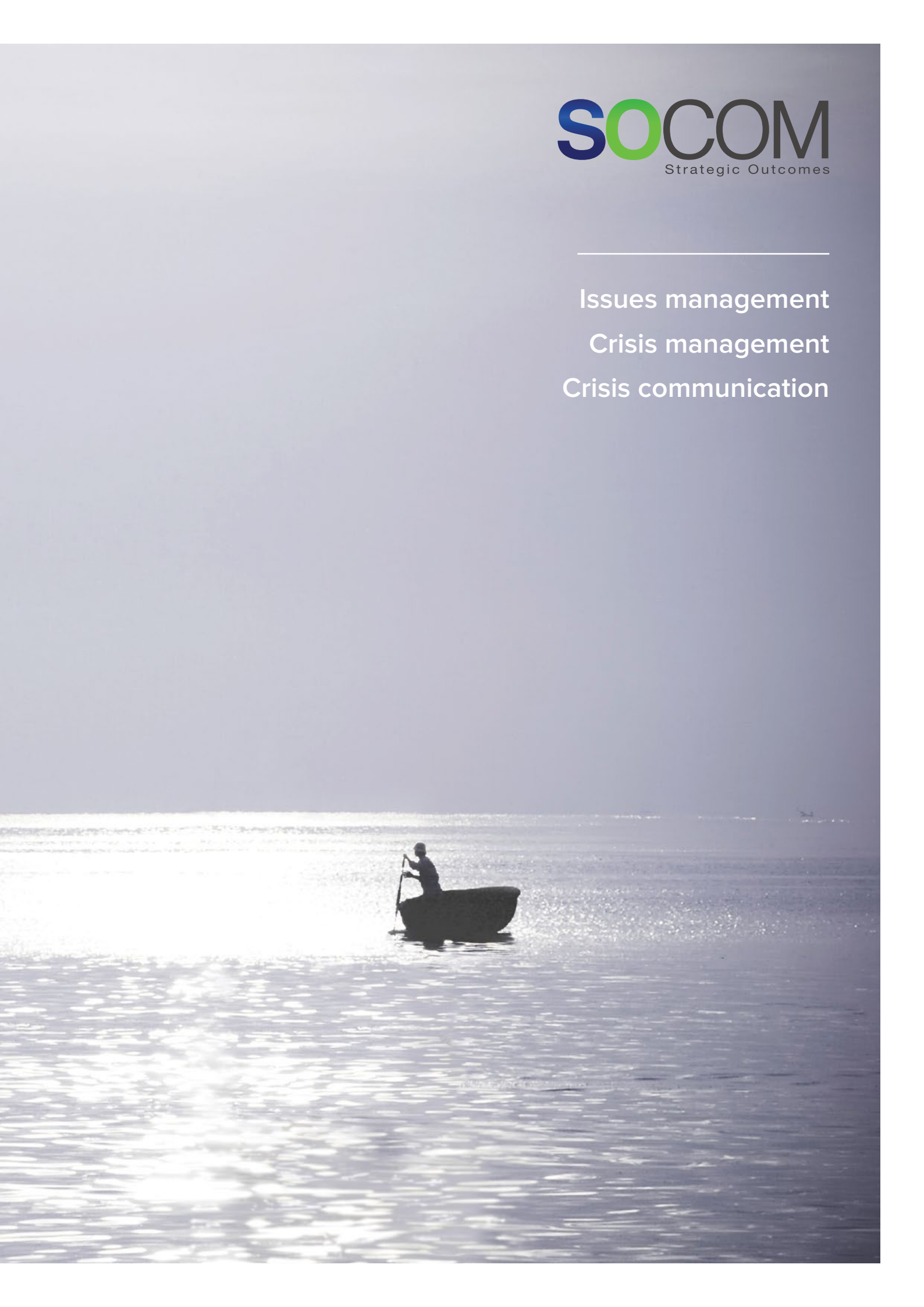

Issues management
Crisis management
Crisis communication





We relish complexity

Organisations come to us when things are complex.

For more than 20 years Socom has been a calm hand in chaotic environments. As crisis management and communication experts, we help our clients prevent, prepare for and respond to troubled times, highlighting paths that will enhance their reputation, nurture their relationships and protect their future.

During a crisis, when difficult and important decisions must be made, it's not easy to see the opportunity through the challenge. But there usually is one.

We help clients see that crises are a chance to show their staff, clients and community what they stand for, and embrace the incident as an opportunity to enhance their reputation and be proud of how they handled the situation.

Socom has a proven track record in navigating difficult and complex situations with more than 70 prestigious Australian and international awards, recognising excellence in issues and crisis management and crisis communication.

About Socom



We know before it happens

“Prevention is better than cure.”

- Desiderius Erasmus

Rule one in crisis management is to prevent an incident from occurring, if you can. Why exhaust resources to deal with a crisis that could have been managed as a small issue?

Effective identification and monitoring systems are critical to early detection and prevention.

What sets Socom apart is our focus on nurturing relationships with critical stakeholders long before a crisis hits. Building the strength of relationships through effective communication and engagement will help prevent issues from becoming crises.

Social media and the 24 hour news cycle mean issues can become crises quicker than ever. But as much as this increases the threat to organisations, if they listen carefully, it also provides invaluable access to information and stakeholder sentiment.

We help clients combine new platforms with traditional issues management systems to identify and respond to risks or issues before they become bigger than they should be.

Risk & issues
management



We prepare for the unpredictable

“By failing to prepare, you are preparing to fail.”

- Benjamin Franklin

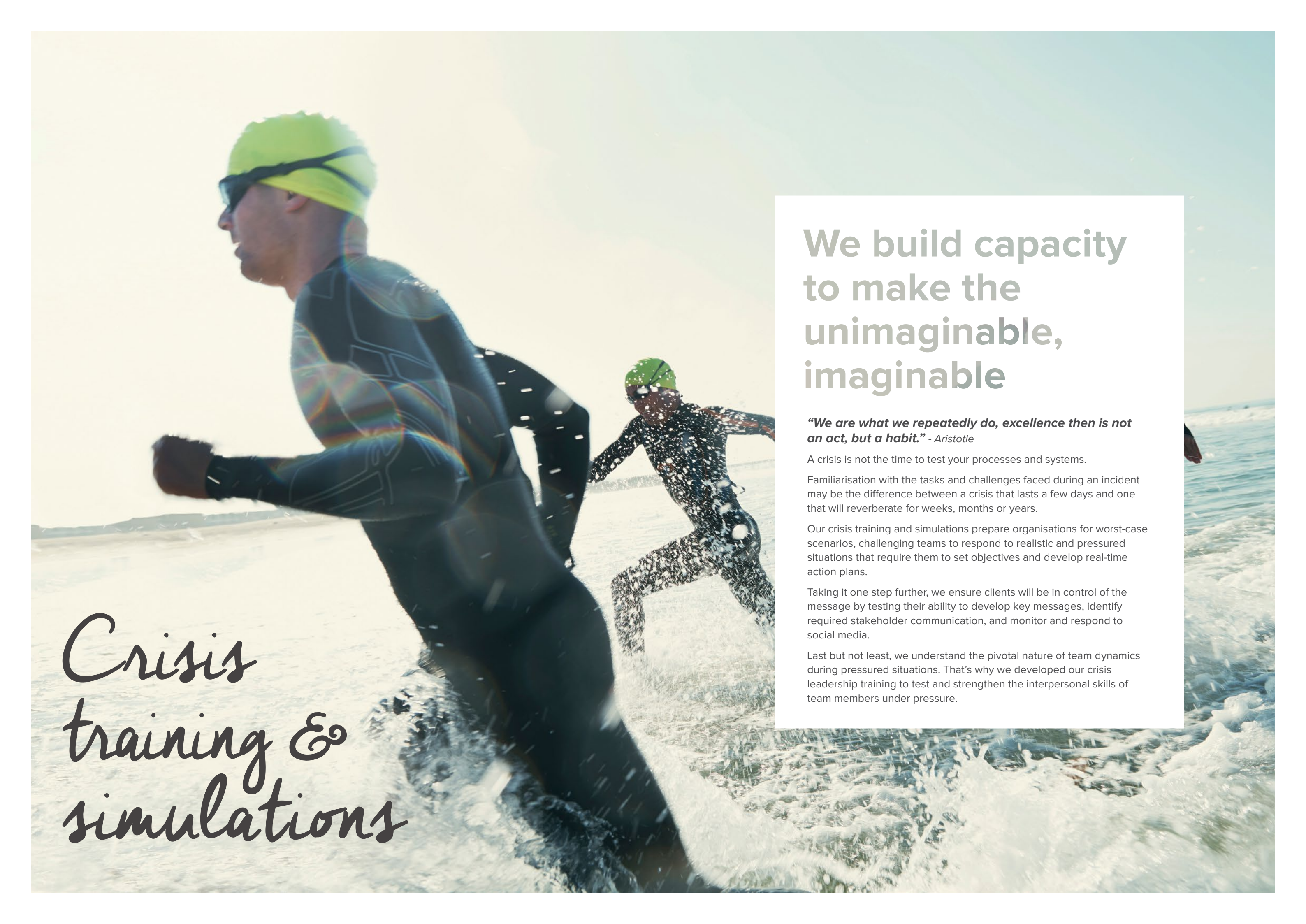
While some may be small and others fierce, when a crisis hits, time is of the essence.

We work with organisations to provide a clear view of their crisis capabilities and processes and improve these so they are best placed to respond quickly and effectively during an incident.

We develop crisis management plans to guide teams through chaotic and rapidly developing situations, helping them to coordinate processes, ask the right questions and action critical tasks.

But we don't just stop there. If we did we would be missing one of the most imperative crisis tools - a crisis communication plan. This resource reduces response times by identifying efficient approval processes and the most appropriate communication tools and resources.

*Crisis
preparedness*



Crisis training & simulations

We build capacity to make the unimaginable, imaginable

“We are what we repeatedly do, excellence then is not an act, but a habit.” - Aristotle

A crisis is not the time to test your processes and systems.

Familiarisation with the tasks and challenges faced during an incident may be the difference between a crisis that lasts a few days and one that will reverberate for weeks, months or years.

Our crisis training and simulations prepare organisations for worst-case scenarios, challenging teams to respond to realistic and pressured situations that require them to set objectives and develop real-time action plans.

Taking it one step further, we ensure clients will be in control of the message by testing their ability to develop key messages, identify required stakeholder communication, and monitor and respond to social media.

Last but not least, we understand the pivotal nature of team dynamics during pressured situations. That's why we developed our crisis leadership training to test and strengthen the interpersonal skills of team members under pressure.



We are a calm voice in times of chaos

“All problems become smaller if you don’t dodge them but confront them.” - William F. Halsey

For over 20 years we’ve worked with clients who need to overcome significant challenges and battle against strong tides.

On hand 24 hours of every day, Socom staff have the experience to support organisations in navigating successfully through complex situations and making big decisions when required.

Emotions are heightened during tough times and choosing the right words, who to communicate with and the best way to reach them is not often clear. As practiced crisis communication professionals we work alongside in-house communication teams to identify the right pathways for quick, effective and meaningful crisis communication.

Crisis response

A wooden thermometer is placed on a sandy beach. The thermometer has a scale in degrees Celsius, ranging from -30 to 50. The red liquid inside the thermometer is at approximately 35 degrees. The background shows a blurred view of the ocean and a blue sky with white clouds.

Review
& recovery

We don't stop until you say it's over

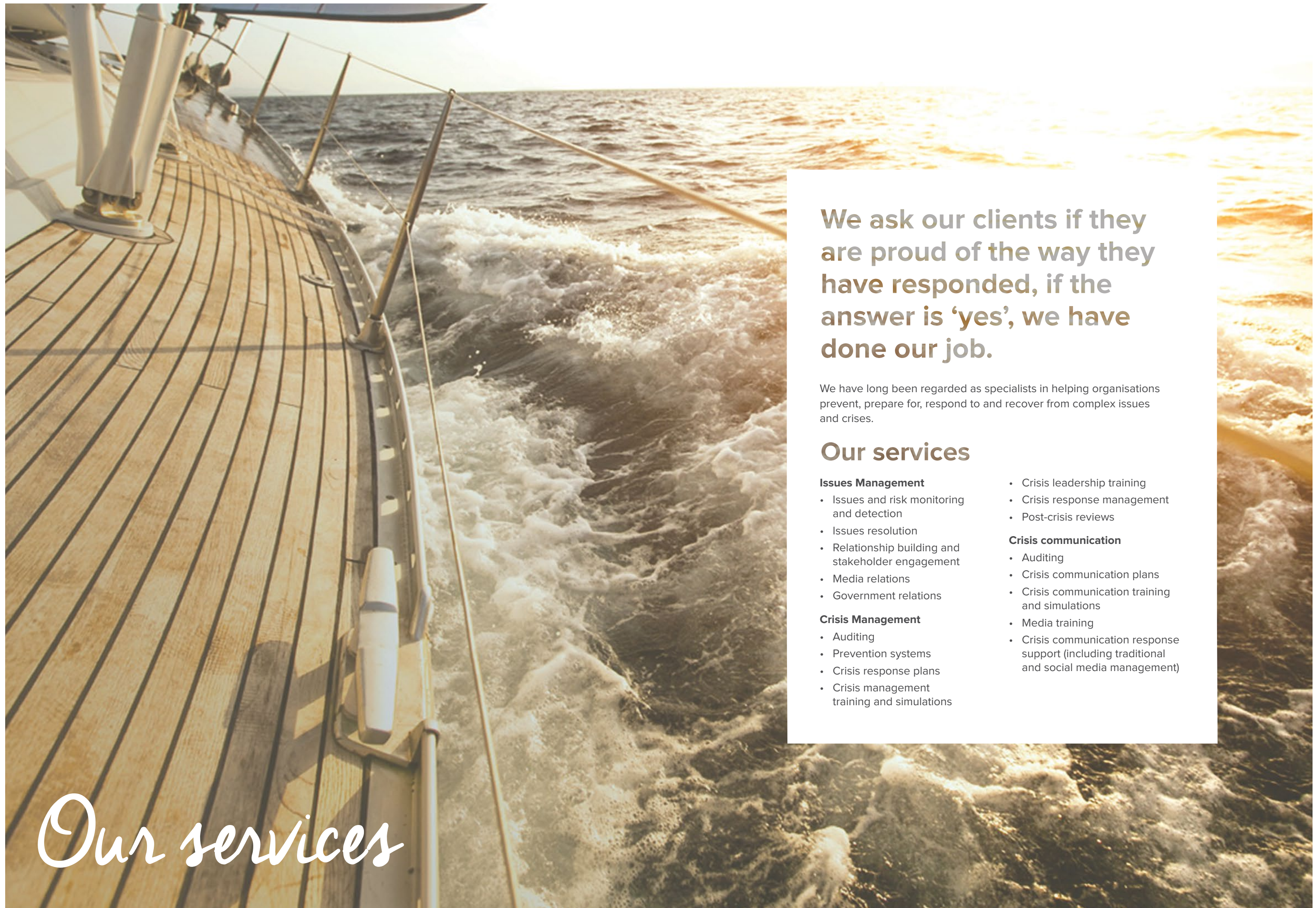
“If you can't measure something, you can't understand it. If you can't understand it, you can't control it. If you can't control it, you can't improve it.” - H. James Harrington

A key part of the crisis management process is the ability to reflect on a crisis response and implement a recovery strategy, no matter its scale.

Socom can conduct an independent, post-crisis review to explore what worked well, what didn't, what can be improved and what needs to be done differently to help crisis teams improve efficiency and effectiveness when the next incident occurs.

From an external perspective, it is imperative organisations understand the impact a crisis or issue has had on their relationships with stakeholders.

Using a range of research methods including the Organisational Relationship Diagnostic Assessment (ORDA), developed by Socom, we ensure organisations know where they stand with the people that matter most, identifying ways to rebuild or strengthen those relationships.



Our services

We ask our clients if they are proud of the way they have responded, if the answer is ‘yes’, we have done our job.

We have long been regarded as specialists in helping organisations prevent, prepare for, respond to and recover from complex issues and crises.

Our services

Issues Management

- Issues and risk monitoring and detection
- Issues resolution
- Relationship building and stakeholder engagement
- Media relations
- Government relations

Crisis Management

- Auditing
- Prevention systems
- Crisis response plans
- Crisis management training and simulations

- Crisis leadership training
- Crisis response management
- Post-crisis reviews

Crisis communication

- Auditing
- Crisis communication plans
- Crisis communication training and simulations
- Media training
- Crisis communication response support (including traditional and social media management)

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Case studies can be found at
www.socom.com.au

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SOCOM
Strategic Outcomes