

# Prepare, respond, emerge stronger from crisis



## Crisis Preparedness and Response

**3 out of 4 CEOs expect to be hit by at least one crisis in the next three years.<sup>1</sup>**

And yet with shock, comes opportunity. Companies perceived to have responded well to a crisis experience a 22% premium in share value.

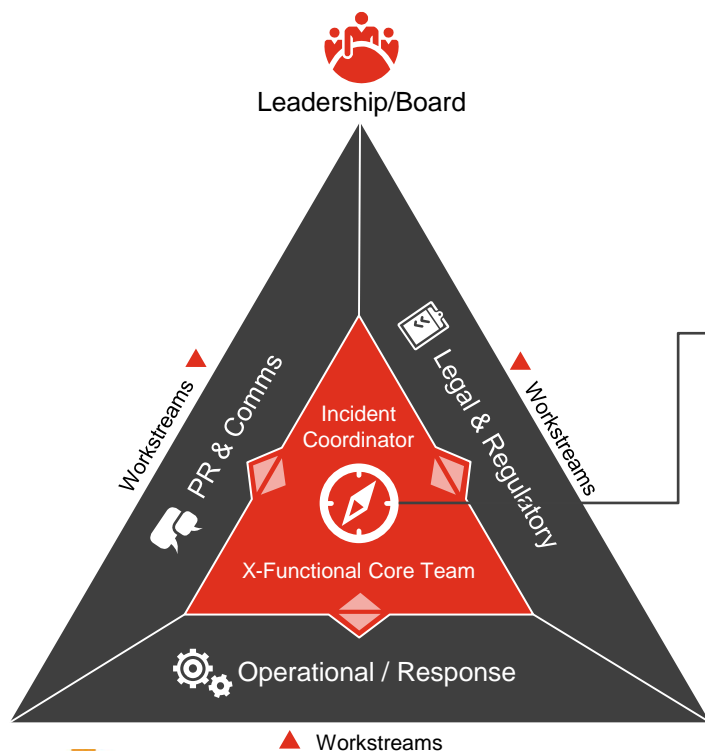


### Are you prepared? Are you ready? We are.

Not all business shocks unravel into crisis. The more prepared an organization is to manage shocks, the less likely they will fall victim to wide-spread crisis.

**We believe that in order to emerge stronger from crisis, companies must:**

- Prepare
- Ground their response in the facts
- Establish governance via a cross-functional core team that combines Communications, Legal and Operational functions
- Understand their constituents and be authentic in their response
- Dedicate energy during crisis to “looking around the corner” for both risks and opportunities
- Take action on what was learned



### Facts and expertise are exponentially powerful when turned into quick action

We get to the heart of the matter quickly, then help you operationalize – so you can understand, prioritize, and address the crisis, build confidence with your stakeholders, and take control of the situation.



**Integrated response management** serves as the compass for the crisis response team, **rooted in the facts.**

#### We bring:

- Crisis experience
- Proven methodologies
- Tools and technology
- Resource capacity + wide-ranging expertise

#### We deliver:

- Organization + clarity
- Speed
- Space to think
- Information to make critical decisions



1: Source: PwC's CEO Pulse on Crisis. PwC, 2016.

## We have helped hundreds of companies before, during, and after crisis in the following ways:

### Prepare



- Crisis preparedness maturity assessments
- Crisis program build and enhancements
- Exercises and simulations using proprietary technology
- Crisis training

### Respond



- Strategy and governance
- Integrated response management + crisis coordination
- Operational response + fact finding
- Legal and regulatory support

### Emerge stronger



- Recovery strategy + “looking around the corner”
- Operational remediation + financial restructuring
- Lessons learned and integration

## Take action

## Achieve impact

## Experience positive outcomes

**1** Establish a governance structure for response

Strategic, integrated response via a cross-functional core team

Increased confidence of leadership, Board of Directors, and business partners



**2** Identify functional work streams and owners

Clearly established critical path and roles/responsibilities driving efficient response activities

Courage of teams to handle any type of crisis they face, rooted in learning from experience and continuous improvement



**3** Establish reporting cadence and approach

Cross-functional information sharing and transparent reporting

Reduced blind spots that traditionally hamper response effectiveness



**4** Base immediate crisis response decisions on established facts

Informed legal and communications strategies based on accurate information sourced from functional teams

Transparent, authentic, and defensible crisis response that protects the brand



**5** Think about upcoming risks and potential actions

Proactive and anti-fragile response that turns potential surprises into strategic opportunities

Reduced likelihood of shocks that worsen the crises and better positioning to *emerge stronger*



Are you prepared? Are you ready? *We are.*



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