

Crisis Communications Planning, Preparation & Response: Protect What You've Earned

How your organization responds in a crisis (or proactively prepares for it) can have direct, significant, and lasting effects on its reputation with key stakeholders and its bottom line. Gladius offers a full spectrum of crisis communications planning, preparation, and response services that ensure brands and their leaders can best protect the reputational capital they've earned.

PROCESS

Assess, Analyze & Prepare

Our crisis experts will conduct a deep dive into the current state of your operations, workforce, market conditions, and stakeholders to identify, document, and prioritize your reputational risk exposure. We'll then guide you through what you can do today to help prepare for and mitigate the impact of your most significant crisis risks.

Develop an Enterprise Standard Crisis Communication Process

We know from experience that there is no such thing as an effective "one-size-fits-all" crisis communication plan, and organizations that rely on a rarely-updated rigid checklist to apply to any incident often fare worse than even those with no plan. Using our proven method, we'll craft a custom crisis communication protocol that is simple and flexible enough to apply to any potential situation, ensuring the right people, resources, and processes are activated if and when a crisis occurs.

Build Situation-Specific Communication Checklists

Most organizations operate in industries and/or geographies where some crises may be more likely or even expected. We'll develop detailed situation-specific crisis communications checklists for your organization's highest-probability and/or highest-impact crisis risks.

Evaluate, Improve & Train

Dusty plans can increase reputational risk for an organization due to outdated points of contact, tools, and processes. In addition to building an enterprise protocol and situation-specific plans for your riskiest crises, we will review, refresh or replace your existing crisis communications plans and conduct tabletop exercises to help ensure your organization's tools and people are prepared & informed in a crisis.

Respond & Mitigate

Prevention and preparedness are excellent tools to mitigate financial and reputational damage from a crisis, but there is always the risk of an unpredictable incident. If your organization finds itself in the midst of a developing crisis, Gladius can spring quickly into action to help mitigate the impact of a crisis. Our experts are former chief communications officers with nearly a century of combined experience with incidents ranging from international piracy and wartime military mobilizations to airline system shutdowns and national consumer boycotts

DELIVERABLES



Enhanced understanding, identification & mitigation of current and future risks that could generate a reputational crisis.



Development & implementation of a standard crisis communication protocol to guide internal and external response during any fast-moving crisis.



Pre-assembled step-by-step communication plans specific to your most likely and/or highest potential impact crises.



Test, evaluation & improvement of existing crisis communication plans, staff, & resources.



An experienced communications & PR partner who understands your business and has earned your trust before any crisis to which you need them to respond.



On-demand, responsive communications support (out-front and/or behind-the-scenes) available 24x7.

We specialize in helping... organizations seeking to mitigate and prevent impact from reputational risk, organizations operating in high-risk industries and/or geographies, and communication teams who lack crisis communications expertise.

ABOUT US

Gladius leverages decades of experience, a results-focused methodology, cutting-edge technology and data-driven innovation to deliver meaningful outcomes and drive results.