

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

How your organization prepares for and responds to a crisis directly impacts its reputation, stakeholder trust, and bottom line. Gladius provides comprehensive crisis communications planning, training, and rapid response services to help brands and leaders protect and strengthen the reputational capital they've built.



Process

Assess, Analyze & Prepare

Our crisis experts will assess your operations, workforce, market, and stakeholders to identify and prioritize reputational risks. We'll then guide you on steps to prepare for and reduce the impact of your most significant crisis threats.

Develop a Standard Crisis Communication Process

There's no one-size-fits-all plan for crisis communications. Rigid checklists often fail. Using our proven method, we'll create a flexible, customized protocol that ensures the right people, resources, and actions are activated when needed.

Build Situation-Specific Communication Checklists

Certain crises are more likely based on your industry or geography. We'll develop detailed communication checklists tailored to your highest-probability or highest-impact scenarios.

Evaluate, Improve & Train

Outdated plans increase risk. We'll review and update your current crisis communications materials, develop new protocols, and lead tabletop exercises to ensure your people and processes are ready.

Respond & Mitigate

Preparation helps, but some crises are unpredictable. When the unexpected happens, Gladius mobilizes fast. Our veteran crisis experts, former chief communications officers, bring experience from high-stakes incidents including piracy, military conflicts, airline outages, and national boycotts.



Deliverables

- ✓ Clearer identification, mitigation, and management of reputational risks.
- ✓ A flexible, enterprise-wide crisis communication protocol for rapid internal and external response.
- ✓ Pre-built, step-by-step communication plans for your most likely or highest-impact crises.
- ✓ Testing, evaluation, and enhancement of your current crisis plans, teams, and tools.
- ✓ A trusted, experienced communications partner who knows your business before a crisis strikes.
- ✓ 24/7 on-demand crisis communications support, both public-facing and behind the scenes.



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.

Who We Are

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