



# Strategic Risk Consulting Crisis Management

Prepare and effectively respond to crises driven by unpredictable and severe threats with risk advisors.

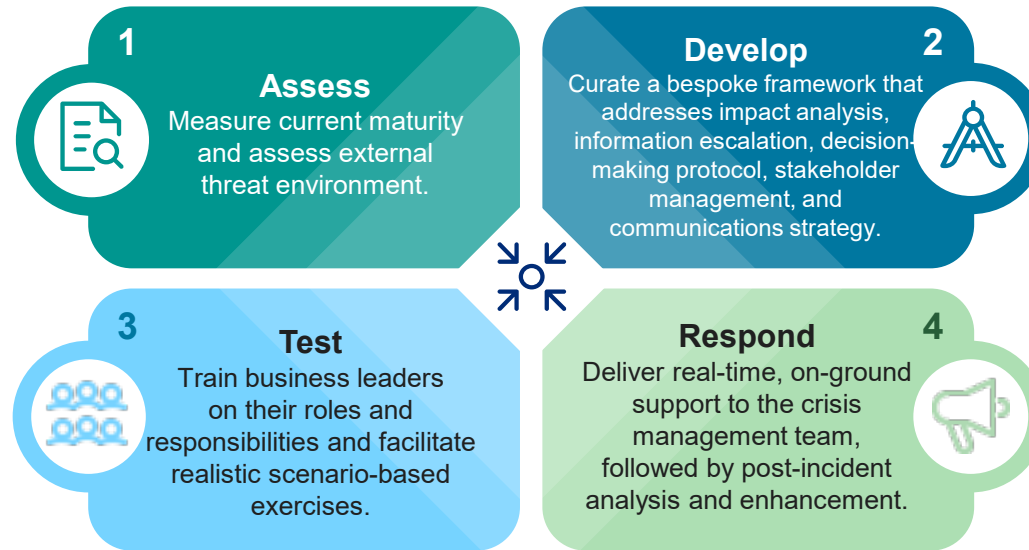
## The challenge

Businesses must prepare for a range of possible threats that could jeopardise their success, growth, and potentially their survival. Once faced with a crisis, there is no way to avoid significant impact without a well-designed contingency plan that protects your business' reputation and stakeholders. A robust crisis management framework is crucial to effectively managing disruptive conditions like a pandemic and acute risk events such as natural catastrophes.

### Common mistakes

- ✗ Not having a crisis management plan, or relying on emergency response plans which are not designed to address reputational aspects of business disruption.
- ✗ Failing to identify and manage important stakeholders throughout the crisis lifecycle.
- ✗ Ignoring the importance of crisis management training in preparing business leaders to execute their roles effectively and efficiently during a crisis.

### How can Marsh help?



**With the support of Marsh, our company has implemented a robust regional crisis management framework that serves as a single guide for our business leaders in resolving crisis scenarios. Our company is well-prepared should there be any crisis in future.**

## Why Marsh?



**Our people** operate at the heart of the resilience business and have credible experience working across various industries in crisis preparedness and response to real world incidents.



**Global network** of risk advisors available in all key markets, working collaboratively across geographies, ensuring the right experts are there wherever you need us.



**Our industry experience** across all areas of risk management – property, casualty, cyber, strategic risks, enterprise risk management, crisis management, and more – bring a holistic approach to managing risks.

## Contact

For further information, please [click here](#) to contact your local Marsh office.