



# Crisis Management Planning

Sound crisis management planning makes an organisation more resilient. In the event of a crisis it helps ensure that the necessary actions are taken, in good time, that expedite recovery, limit business interruption and safeguard corporate brand and reputation.

## About NYA

NYA International is a global risk and crisis management consultancy.

For over 25 years we have helped organisations to maximise opportunities and operate successfully in challenging environments around the world.

NYA does not provide ‘off the shelf’ or template crisis management plans. In our experience these are often too complicated, misaligned to a company’s structure or culture and therefore ineffective in the event of a crisis.

We work with your crisis management team to develop a simple but effective plan, that is written and owned by the company, and which works when it’s needed. In broad outline such a plan will:

- Identify key risks, the most likely crisis scenarios and their potential impact on the organisation
- Outline crisis management team structure, roles and responsibilities, and a communications cascade
- Identify internal and third party resources required
- Agree the organisation’s policy in relation to certain critical issues in advance
- Outline a risk strategy and course of action for predictable events and contingency procedures to allow for the unforeseen or the unpredictable
- Identify procedures to ensure the continuation of business critical activities for the duration of the crisis

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## Contact us

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Any regional or in-country plans should cascade from and dovetail with the corporate headquarters' procedures, providing risk and location specific risk management that complies with a consistent company-wide approach.

## Remote review

We also provide expert, third party review of existing crisis management plans to ensure that they adhere to Best Practice standards.