

CRISIS LEADERSHIP & BUSINESS CONTINUITY

- Crisis strategy for controlling Business Continuity, reputation, financial and legal liability issues in a hurry – knowledge products.
- Global and regional Crisis Management, and Business Continuity contingency planning. We identify, share and apply best practices.
- Advice on the Strategic Management of emergencies and Emergency Response.
- Communications protocols and Crisis Communications advice.
- Exercises and double-jeopardy simulations. Crisis Practitioners and Continuity Planners operate from countries across AsiaPacific.
- Training of spokespersons, internal Call Centres, Media Support Teams and HR Support Teams. We are a growth enabling consultancy where people are our products.

ISSUE, SECURITY, SAFETY, EMERGENCY & RISK

- Business scenario planning for crisis avoidance. We are in the business of truth and take a side view of organizational conscience.
- Issue Management and the development of outrage mitigation strategies with stakeholders.
- Threat Assessments, Business Impact Analyses (BIA) and competitor intelligence collection to inform crisis and Business Continuity plans.
- Risk assessments, profiling and treatments to inform Crisis and Issue Management and Crisis Communications.
- Emergency Management plans for saving life, protecting property and minimizing damage to the environment and their hand-off to crisis leaders.
- Risk Management Frameworks, Safety and Security Management Systems and Emergency Management aspects of Safety Cases.
- High-level training of Emergency Management Teams, Business Continuity Teams and Oil Spill Response Teams in the hand-off of strategic issues to Crisis Leaders.

Best practice considers crises as opportunities rather than threats, and that this approach makes good business sense on a daily basis

15 Kylie Street Wembley Downs Perth Australia 6019
61-8-92045141 head office 61-421915441 24/7 mobile
jtruscott@crisisleaders.com www.crisisleaders.com

Adelaide Auckland Beijing Bangkok Brunei Brisbane Chennai Jakarta Kuala Lumpur Melbourne
New Delhi Perth Singapore Sydney Townsville

CAPABILITY STATEMENT

EXPERTISE

We use prestress to avoid distress

- Niche team of network-enabled Crisis Practitioners focused on developing and implementing crisis strategies in the boardroom and exerting executive leadership under pressure. We are writers and thought leaders. Speed is important but we do not sacrifice depth.
- Experience in preparing situation rooms to manage time-sensitive strategic issues.
- Experience in optimizing internal to company information flows, Virtual Crisis Management Environments (VCME), the bypassing of jammed external communications in-crisis, and the use of websites.
- Campaigning on issues and their stakeholder management in-crisis.
- Experience with Boardrooms through to Control Rooms in Australia, New Zealand, Indonesia, Singapore, Malaysia, Korea, India, China, Thailand, Taiwan, Mongolia, Pakistan, Vietnam, Bangladesh, Philippines and their linkages to global head offices.
- Expertise in nurturing executive leadership by senior managers during crisis simulations; life-long experiential activities.
- Expertise in futures thinking, scenario planning and crisis avoidance.
- Experience with oil, gas and mining multinational corporations, particularly the petroleum super-majors.
- Experience in the finance, fast moving consumer goods, marine and aviation sectors.
- Experience with national security agencies, counter-terrorism and counter-piracy.

The Triple Bottom Line - Crisis Leadership is the cheapest insurance policy for social, financial and environmental responsibilities

TRUSCOTT Crisis Leaders

15 Kylie Street Wembley Downs Perth Australia 6019
61-8-92045141 head office 61-421915441 24/7 crisis line
jtruscott@crisisleaders.com www.crisisleaders.com

Adelaide Auckland Beijing Bangkok Brunei Brisbane Chennai Jakarta Kuala Lumpur Melbourne
New Delhi Perth Singapore Sydney