



Corporate Counseling Associates
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Organizational Crisis Readiness: A Network of Preparation

CCA has been in the business of crisis prevention and management for 25 years. While tragic events involving violence capture our national attention too frequently today, organizational crises are not necessarily “new” to today’s businesses and organizations.

CCA conducts prevention scenario planning as a means to ready organizations should a crisis occur. As the nature of crises varies, CCA customizes the scenario around key management concerns. Sometimes it is a violence scenario, while other times we create plans for product-tampering crisis or public attacks.

The key to “useful” scenario planning is realism, timing, objective feedback and proper context. All scenarios require sudden on-sets and strategic availability (or unavailability) of key senior managers. Depending upon the nature of the scenario, organizational responses are captured via video and audio and/or behavioral observations. The objective collection and feedback of all formal and informal communications, decision-making processes, sequencing of activities and monitoring of the crisis as it unfolds is key to a “successful crisis simulation experience.”

The Senior Team targeted to handle the crisis reviews all critical action points with CCA staff. This review touches formal, informal, personal and interpersonal issues that might arise and may have impacted how the crisis was handled. CCA, ingrained in human dynamics as they impact business, provides the opportunity for the client to work-through personal, interpersonal or other organizational issues that reduces the efficacy of the team.

The business outcome of crisis scenario planning is reduced vulnerability.