CNC
Communications & Network Consulting

Issues Management for Global Companies

It's all about Brand Value

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Analysis of Risks and Opportunities

Findings of Study on Issues and Crisis Management *

Situation

Early perception and sensible analysis of information to:

- avoid Crises and
- identify Opportunities.

But

Companies lack instruments and experience:

- Early Awareness/Warning System
- Worst Case Scenarios
- Project Risk Analysis
- Prepared Crisis Plans, Processes, People/Organizations
- Experience in handling issues

resulting in

Opportunities missed

1. Positioning potentials not identified
2. Public needs not perceived as opportunities
3. Missing first mover advantages

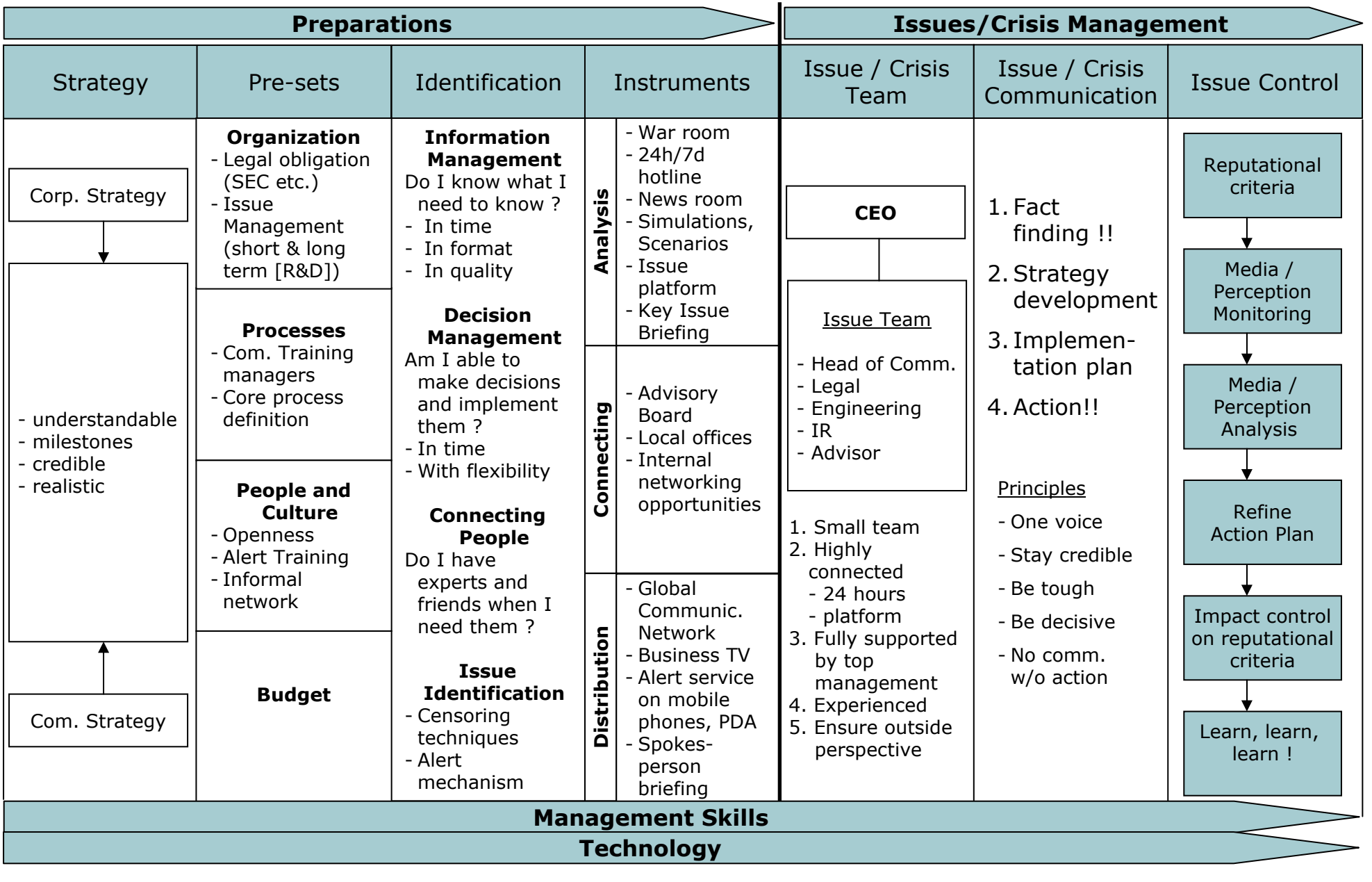
Risks not identified

1. Management/Organization not prepared, unclear responsibilities
2. Crisis not perceived as crisis (or too late)
3. Clarification of facts > Public perception
4. Communications: Tactics of lying and concealment

- Issues Management has to be a defined part of the corporate strategy
- Issues Management needs worldwide implementation for global companies

* Study was conducted by DaimlerChrysler, 1998 + 2000

Protect and Add Brand Value



Thank You.

"If you can keep your head when all about you are losing theirs, it's just possible you haven't grasped the situation."

Humorist Jean Kerr

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