



# Factsheet

## Emergency & Crisis Management

**A crisis is any event, or series of events that can cause a severe negative impact to an organization's financial results, brand, reputation, or relations with employees, customers, or suppliers. Protecting people and assets in emergency situations and managing crises have always been priorities for corporations. But in today's high-risk environment, your existing strategies and plans may be insufficient.**

Survival is a key corporate strategic objective. During emergency situations, it's important that those responsible for management focus on real solutions.

If you fail to plan, train, and test for the possibility of emergency situations, your organisation may experience serious injuries, destruction of property and facilities, litigation, lost market share, and damaged corporate reputation. The emergency situations may also have long-term effects on the financial health of your organization.

Effective crisis management incorporates all of the policies, procedures and plans necessary to implement an infrastructure that allows you to anticipate, prevent, manage and facilitate a swift recovery from a crisis/emergency situation.

### Benefits to your business

Lysis' approach helps companies protect themselves from the impacts of emergencies and crises leading to:

- Maximize the health & safety of personnel and third parties;
- Ensure the integrity and security of physical assets;
- Protection and enhancement of reputation
- Minimise any negative impact to the Environment; and
- Compliance with regulatory requirements.

### How we can help

Lysis offers a range of services covering Emergency & Crisis Management aspects. Our Services include:

### ER Planning

Failure to develop and maintain adequate ER (emergency response) plans can result in regulatory fines and penalties, as well as civil liability for damage to assets and injuries to building occupants and the surrounding community.

Lysis' Emergency Response Planning professionals help clients develop a capability to respond effectively to whatever danger threatens people, property, operations, or the environment.

Specific expertise includes:

- Threat identification and analysis — and recommending strategies to mitigate exposure
- Defining the appropriate level of response – commensurate with the potential consequences of credible threats, the availability and capabilities of internal and external resources
- Creating teams to respond to credible threats
- Developing response procedures for emergencies of all levels

### Crisis Management

Crises are extraordinary events with wide-ranging implications that require coordination at the highest management level. Crises may result from terrorism, natural disasters, geopolitical unrest, product recalls, or hostile takeover attempts.

The main objective is to assess the risks and identify the resources needed to manage the crisis, while demonstrating a culture of transparency, integrity, and concern so that the company's reputation is not affected.

Our specific services include:

- Strategic positioning
- Enterprise Risk assessment
- Crisis planning development
- Issues and reputation management
- Media relations
- Crisis communications

### Training & Exercises

Emergency and Crisis plans have little value until they have been tested and relevant staff are trained and competent in their implementation.

Lysis provides a range of high-quality training courses, including:

- Incident Manager's masterclass
- Telephone Responder training
- Next-of-Kin & Media handling
- Crisis Management Training
- Crisis Communications

Also, Lysis designs, executes and facilitates a range of exercises, including:

- Major Integrated ER/crisis exercises
- Mid-range deployment exercises
- "Desktop" simulations
- Testing of call-out systems and crisis communications

### Clients & Track Record

Lysis has implemented ER and crisis management for global leading firms, such as Shell, BP and others. Our work is also for clients in volatile regions including Western Africa, Syria, Libya, Venezuela, and the Former Soviet Union. Please contact us on [info@lysis-consulting.co.uk](mailto:info@lysis-consulting.co.uk) for examples of recent ER/crisis projects.