



PQ UNTERNEHMENSBERATUNG GMBH



## Crises Communications

***The best way to prevent a crisis  
is to anticipate the crisis.***

Walt Whitman

- + A crisis plan is ready long before a real crisis arises, crisis prevention includes societal trends as well as the naming of contact persons and checklists.
- + In times of crisis you should always be capable of acting. Defensive positions should be avoided and leadership in information should be secured. Resilient crisis communications has the ability to do so.



## Crises Communications

- + Crises always need a one-voice policy.
- + Crises e. g. are disturbances of all kinds as well as accidents, product defects, bad headlines, callbacks, scandals of persons, profit, performance et al.
- + Issues management is an early warning system instrument to anticipate crises. We advice you in implementing issues management.
- + Crises communications inwards and outwards create openness as well as transparency and preserve confidence – crises can also be a chance.