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## **Crisis Communications – Lessons Learned**

The Crisis Communications – Lessons Learned Service assists companies in improving communications after a major event. The aim of the service is to enable a company to improve their internal and external communications by gaining a detailed understanding of what communications did and did not work during a crisis and why.

The service also enables a company to understand any critical shifts in relationships with the public and / or key external parties that may have come about through a major event, e.g., loss or gain of trust, and equips a company with communicative tools to manage these shifts appropriately.

### **The service**

- Linguistic experts analyse textual and recorded communications that occurred during a major incident
- Key communications are identified, both good and bad
- Written analysis of communications from all key actors
- Identification of organisational best practices
- Identification of changes of relationships with key actors
- Recommendations for changes to internal and external communications

### **How it works**

- Client engagement
- Client makes internal, stakeholder, and public communications records available
- Communications analysis and report
- Written report presented
- Presentation and follow up consultancy services are also available