

Is Your Company Crisis-Ready?

Not being prepared for a crisis can be devastating for any company. Often times, companies that aren't effectively prepared cannot recover following a crisis.

When most companies think of crises, natural disasters, cyber incidents, potential supply chain disruptions, quality deficiencies and human error come to mind. But even rumor or innuendo can have devastating effects. One wrong step for small to middle market companies can be a death sentence.

Fortunately, there are steps that can be taken before and during a disaster to survive the impact of a crisis.

Don't be one of these companies:

A survey of senior executives revealed that more than half (54%) of the organizations have not developed or tested any formal loss recovery plans – Only 34% of executives reported that their firms are prepared to recover from equipment failure, 33% from natural disasters and only 24% from cyber-attack.

The survey concluded that a large majority (86%) of organizations need to improve their resilience in the future.¹

In an increasingly interconnected and interdependent world where time and resources are precious, building resilient and recoverable operations has proven to be more difficult than ever. In many companies, especially smaller or leaner organizations, time and resource allocation as well as utilization is critical.

Thus, many companies struggle to develop a comprehensive, yet pragmatic framework to identify, assess and manage risks that could impact brand, reputation and financial results.

Gallagher's **Resilience Direct** is a unique four-step approach that can be integrated into your organization to ensure that in the event of crisis, regardless of its nature or origin, your company is prepared to manage and recover.

Be one of these companies:

Research has shown that companies who are well prepared to respond to crises and demonstrate an **Effective Crisis Response**, recover faster than those who do not.



Resilience Direct: Four Steps to Achieving Enterprise Resilience

Step 1: Comprehensive Risk Assessment

Our enterprise risk assessment methodology identifies both strategic and operational risks based on likelihood, impact and vulnerability. This allows companies to better prioritize and quantify their most important risks.

This comprehensive risk assessment provides your organization with a better understanding of which risks can be managed, mitigated, transferred or even accepted. As part of this process, we identify time sensitive thresholds (in hours/days) as well as the financial impact resulting from a loss of people, processes and/or technology.

Step 2: Development of Business Continuity Plans

Based on the results of the risk assessment, Gallagher develops Business Continuity Plans to allow companies to better manage disruptions regardless of their nature or origin. We identify recovery strategies to restore critical processes to minimally acceptable levels in the event of a crisis. These critical processes are prioritized based on time sensitive thresholds and potential financial impact.

Step 3: Crisis Management & Communications Plans

Gallagher's Crisis Communications experts are available to develop Crisis Preparedness and Communications Plans to help companies manage incidents that have the potential to escalate or have escalated into actual crises that impact internal and external stakeholders. Recognizing that executives in smaller organizations often assume multiple functions, we will help you organize as a Crisis Management Team – including outlining roles/responsibilities for each Team member.

Step 4: Crisis Preparedness and Responsiveness Test/Exercise

Gallagher will develop and facilitate a comprehensive exercise based on a realistic scenario that could impact your company's brand, reputation and financial results. This exercise will not only stress-test your Business Continuity and Crisis Plans but also test team members' ability to respond to a crisis.

Being crisis-ready is no longer an option. Investors, boards of directors, shareholders and your employees expect it.

For more information on our Enterprise Resilience Solutions, please contact:

Robert Perlman
Area Executive Vice President | 212.994.7094
Bob_Perlman@ajg.com