

**Brief**

**Approach**

**Results**

When the chief executive and finance director left a business after a confrontational board meeting we were the first people outside the room to receive a call. The news could not be in the public domain before the solicitors had completed their paperwork and replacements had been appointed.

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**Results**

Working closely with the incoming chief executive we prepared internal and external communications and key messages to help us manage the messaging until we were ready for it to be in the public domain. A difficult task when the lawyers took a week, rumours were circulating in the market and a journalist had the story before the legal papers had been signed.

**Brief**

**Approach**

**Results**

We were able to influence the journalist to hold the story until the senior management team had been briefed and the legal papers had been signed. The journalist got an exclusive but with a narrative that was designed to provide reassurance to the market, the staff and customers of the business

