

What to expect...



1) Identify the risk and timings...

From redundancies to the sale of the business, loss of a client, fine from a regulator or a member of staff who has committed a crime. Some risks can be planned for, others come out of nowhere, but all need to be managed so you can take control of the narrative, influence & ensure brand integrity



2) Understand who, what, where, when, why, how

Working with the senior management team we quickly understand the issue, the environment, the risks & opportunities by asking the right questions & bringing an external viewpoint & clarity to an internal team in crisis mode



3) Prepare key messages

We get to the crux of an issue and prepare between four and seven key messages that explain the issue



4) Identify stakeholder groups & communication channels

Who are your stakeholders, how do you communicate with them, what channels are available to you? Using this information GLRPR will map your stakeholders & the most appropriate communication channel by category



5) Key messages & tailoring content

Once the key messages are agreed & the stakeholder groups confirmed GLRPR will produce a communications plan that breaks down the different audiences, timings for communication, channels to be used & the content of the communication by audience group



6) Manage the issue with external audiences

When the issue becomes public, either through a proactive decision or circumstances beyond the control of the management team, GLRPR will co-ordinate the communications, handle media enquiries, manage social media channels, listen & report on external reactions & compile a round up of message reach by channel and sentiment



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