Crisis Management
FOR BUSINESS SUSTAINABILITY
who am I?

• CEO Digicel Dominica
• Director DAIC
• Deputy Chair Discover Dominica Authority
• Network Champion – Clinton Global Initiative
• Chairman – Digicel Group Business Continuity Management Committee
principles

IDENTIFY
Threats Team

PLAN
Essential Services & Functions

SUSTAIN
Review
Revise
Repeat
What is a crisis?

“...forewarning situations that run the risk of escalating in intensity, falling under close media or gov’t scrutiny, interfering with normal operations, jeopardizing organizational image and damaging a company’s bottom-line...”

-Steven Fink, Crisis Management: Planning for the Inevitable

Basic: It is a situation that is unpredictable but not unexpected.

Types of Crisis:
- Financial
- Natural Disasters
- Deception
- Social Unrest
- Competitor Activity
- Etc..
Features of a Crisis
Crisis can be both internal and external situations! All have the same effect.

Pressures build over time and routine business become increasingly difficult.

The situation materializes unexpectedly.

Reputation, Brand, Business Suffers

Urgent demands for information are received and there is a sense of loss of control.

Decisions are required urgently and time is short.
Immediate Potential Threats

The World Economic Forum Annual Meeting, held in Davos-Klosters, Switzerland, 21-24 January 2020, identified the top threats facing our world by likelihood and extent of impact, further named failure to mitigate and adapt to climate change as the key concern for the Forum’s network of business leaders, NGOs, academics and others.

The group places it as the number one risk by impact and number two by likelihood over the next 10 years.

- **COVID-19**
  - 2nd Wave
  - Social Distancing

- **18 Named Storms**
  - 9 Hurricanes
  - 4 MAJOR Hurricanes
  - Above Average Season

- **Earthquakes**
  - 2 tectonic plates at war on the Oriente Fault Line
Benefits of Crisis Management

Crisis management is the process by which an organization deals with a major event that threatens to harm the organization, its stakeholders, or society at large.

A comprehensive Crisis Management Plan shows that you are a proactive organization; it improves overall efficiency in your company and helps you allocate the right financial and human resources to keep your firm up and running during a serious disruption.

- Ensuring the health, safety, wellbeing of employees.
- Keeping customers informed and connected through affordable and accessible solutions.
- Protecting brand and financial position.
- Supporting governmental functions and initiatives.
Crisis Management Planning

1. Step 1: Establish a crisis management team
2. Step 2: Identify essential Services/functions
3. Step 3: Identify required skillsets/staff allocation
4. Step 4: Identify potential issues
5. Step 5: Prepare a plan for each essential service/function
6. Step 6: Compare against benchmarks & goals
7. Step 7: Review with crisis management team
8. Step 8: Revise test, update the plan
9. Step 9: Repeat steps 1 to 9
The culture of resilience

continuous

/adjective forming an unbroken whole; without interruption.

elevate the conversation

drive accountability

cut costs

deliver tactical and strategic value

the resilience – and therefore the success – of the organization.
Action

- Start working on your plan!
- Keep working on your Plan!
- Don’t stop working on your plan!
thank you