

Leadership & Communication.

Issue & Crisis Communication.

Overview.

Enron, HIH, OneTel, Firestone, Mad Cow Disease are all names which evoke powerful memories. A major issue or critical incident can often bring about a crisis in confidence. An organisation's future can be on the line. In some cases, the condition is terminal, while others manage to just scrape through.

Whether we are inside or outside an organisation, we all look seriously at how well leaders respond to a crisis. What they say and how they say it are key drivers of confidence.

Being in the right shape to deal with a communication crisis means having a strategic plan with key messages, putting in place the right skills and processes to deliver those messages, and importantly, keeping those skills and processes finely tuned through practise.

rogenSi's work in issue and crisis communication provides leaders and other executives with skills and tools for successful communication during a critical business incident.