

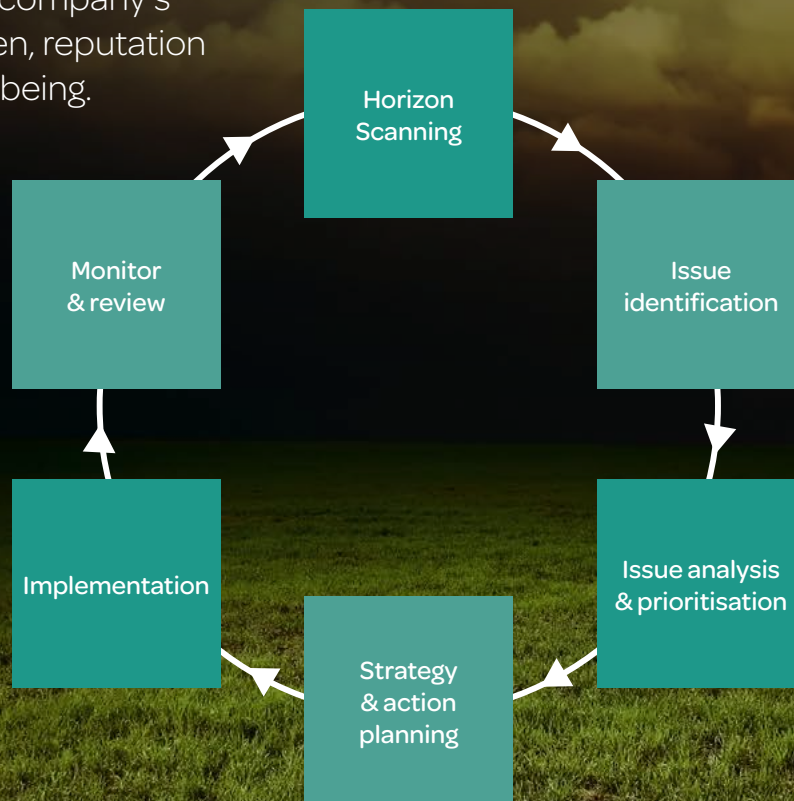
Don't let an issue turn into a crisis

Why is managing issues important?

In a global marketplace businesses operate under constant scrutiny from many different stakeholders. Increasingly they are being held to account when corporate practice does not match stakeholder expectations – for issues both within and outside of their direct control.

This can lead to public criticism and negative stakeholder attitudes that impact the company's regulatory burden, reputation or financial well-being.

Issues management is a key part of business resilience. It helps businesses identify and respond quickly to emerging business challenges. By making smarter decisions to mitigate risk and maximise opportunity, effective issue management can prevent an issue from becoming crisis.



Start your journey towards a more resilient business today.
Contact us on **01869 353800**, risk&crisis@instinctif.com

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