

Confident about your crisis communications?

Why?

As the world becomes more social, the pace of crisis communications is increasingly driven by social media complaints, comments and shares by stakeholders and the wider public. Your reputation, which has taken years to build, can be destroyed in a matter of clicks if you are not fully prepared.

However, with so many different aspects of crisis communications to consider how do you prioritise what to focus on? And, how do you know you've done enough?

What?

CrisisCommsOptic is a unique and powerful online tool that can be completed **in 30 minutes**, allowing you to measure your crisis communications preparedness.

How?

Following a self-assessment of your crisis communications preparedness, your **CrisisCommsOptic** dashboard accurately indicates strengths and weaknesses in relation to **six key areas** of industry best practice, including:

Resource

Stakeholders

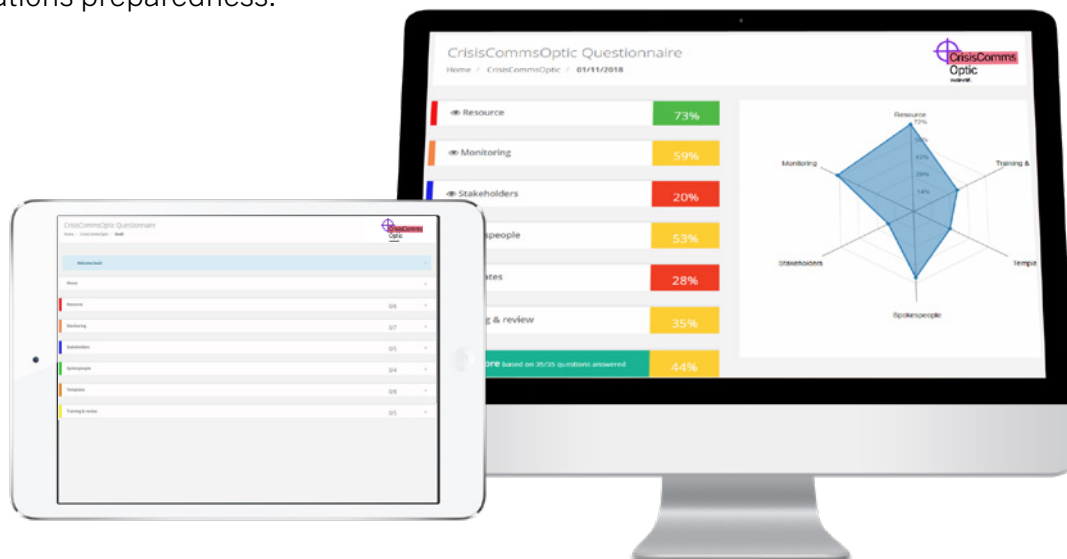
Templates

Monitoring

Spokespeople

Training & review

Combined with our short, tailored report on recommended activity, you can then focus resource where it matters most to strengthen your crisis communications preparedness.



CrisisCommsOptic can be used as a stand-alone diagnostic tool or as part of an in-depth assessment of your crisis communications readiness incorporating qualitative methods.

To register for **CrisisCommsOptic**: www.optic.instinctif.com

For a deeper dive into your broader crisis preparedness, sign up to [CrisisOptic](http://www.optic.instinctif.com).

For more information:

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