

# Is crisis management on your radar?

## Why?

In a global marketplace, where a growing number of stakeholders hold organisations to account for issues both within and outside of their direct control, being prepared for potential crises is a challenge.

With so many different elements of crisis preparedness to consider, how do you prioritise what to focus on? And, how do you know you've done enough?

## What?

**CrisisOptic** is a unique and powerful online tool which allows you to instantly measure your crisis preparedness against international best practice, including BS11200:2014, a global standard for crisis management.

## How?

Following a self-assessment of your crisis preparedness, your **CrisisOptic** dashboard accurately indicates strengths and weaknesses in relation to **ten key areas** of resilience, including:

**Governance**

**Risk**

**Crisis plan**

**Response**

**Documentation**

**Communication**

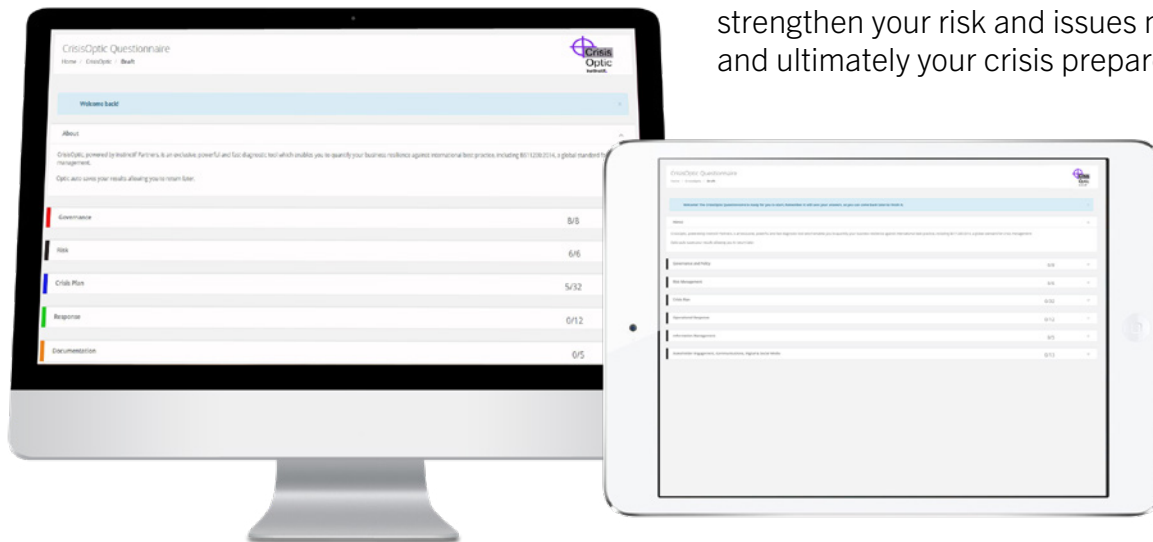
**Culture**

**Finance**

**Training**

**Review**

Combined with our short, tailored report on recommended activity, you can then **focus resource where it matters most** to strengthen your risk and issues management, and ultimately your crisis preparedness.



**CrisisOptic** can be used as a stand-alone diagnostic tool or as part of an in-depth assessment of your resilience incorporating qualitative methods.

To register for **CrisisOptic**: [www.optic.instinctif.com](http://www.optic.instinctif.com)

**For more information:**

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