



## Why does your business need a *crisis communication strategy*?

Companies and organizations often cannot predict when a crisis will occur – and in the heat of the moment many make predictable errors:

- Not recognizing the telltale signs that an issue was bubbling beneath the surface
- Reacting too slowly when a crisis occurs – allowing others to frame the issue and positions your organization as either hiding the truth or hapless against the issue
- Reacting too quickly with unprepared or poorly thought through responses – often by the wrong people, with the wrong message – compounding the problem

A good strategy and communication plan helped you be *proactive* in your approach, helps control the messaging, protect the brand and minimize internal and external damage. At **Coz Branding, LLC** we have staff with extensive expertise in communication and public relations strategy and execution, including crisis strategy and mitigation.

Our mission is to provide you with a *roadmap* for a proactive and preventative communication strategy. We do this by delivering:

- A thorough *crisis communication and triage plan tailored* to your organization's needs
- *Training* for staff and volunteers at all levels of the organization. This training can include training all staff and volunteers on the plan and actions they need to take, as well as more in-depth media training for leadership who may need to represent your organization externally.
- Our *public relations expertise* to help you craft messaging for specific issues as they arise
- A set of materials, templates for press releases, media alerts, statements, social media posts and call center responses, triage plans and pre-determined escalation pathways, on-call and off-hours plans, guides and training materials that we tailor to your specific needs

Every company and organization need a thorough and up to date crisis communication strategy and plan in place, but many unfortunately don't realize this until it is too late. Remember - a reputation is much easier to maintain than to rebuild – let us help protect yours.