

Alpha Advisory Group

Full Scope Crisis Preparedness, Response & Recovery



Alpha ensures a seamless, strategic response within the first 24-hours of a crisis to protect both your reputation and brand.



Our senior-level team has extensive experience with a wide range of crises to support clients across industries:

- Business and operational disruptions
- Personnel misconduct
- Policy and cultural shifts
- CEO/executive transitions
- Activist investors
- Investigations
- Cybersecurity
- Brand strategy missteps
- Lost revenue and sale declines
- Product recalls and quality issues
- Physical crises and accidents
- Emergency response and weather events
- Customer service issues
- Board related issues/attacks

WE CAN HELP YOU BEFORE, DURING AND POST-CRISIS

Speak to an Alpha Advisory Group expert to inquire about our services or to engage us for an active crisis: [312.445.2870](tel:312.445.2870) info@alphaADVgroup.com

Alpha Helps You Prepare, Respond and Recover from ANY Crisis

Alpha Advisory Group



STEP 1: PREPARE

- **Analyze:** Research, identify and analyze issues; next assign threat levels to build the crisis plan foundation.
- **Plan:** Develop a plan for your response team with established processes, scenarios, and tools.
- **Train:** Facilitate a day-long session with mock drills and monthly monitoring to ensure future success.



STEP 2: RESPOND

- **Activate:** Mobilize your team, assess the situation, and develop a strategy and messaging for the active event.
- **Mitigate:** Execute the plan, address stakeholder concerns, and correct misinformation.
- **Manage:** Real time management to shorten the duration of an active crisis.



STEP 3: RECOVER

- **Learn:** Evaluate how the response team performed, document post-event key learnings.
- **Rebuild:** Enhance your plan based on post-event key learnings.
- **Restore:** Utilize measurement tools to determine multi-year efforts to restore your reputation and investment brand.

About Alpha Advisory Group

Who We Are

Alpha Advisory Group, which includes its subsidiary Alpha IR Group (collectively “Alpha”), is a premiere C-Suite Advisory firm that brings deep sector expertise and senior-driven programs focused on clients’ most critical stakeholders.

Our Value to Clients

Alpha is the right choice to manage clients’ reputations, credibility, and ultimately, their corporate and investment brands.

What We Do

Our work includes strategic investor relations consulting, corporate communications and reputation advisory, as well as transactions, crisis, and special situations counsel.

Where to Find Us

Alpha works with companies of all sizes and has deep sector expertise across industries. The firm is headquartered in Chicago, with offices in New York, Boston, and Dallas.