

## Full Scope Crisis Preparedness Planning & Training



The first 24 hours of a crisis are crucial to mitigate reputational harm. Alpha sets you up for success to quickly activate a comprehensive, scalable crisis plan.

### DON'T HAVE A CRISIS PLAN?

Alpha makes it easy through a proven three-step process



### PREPARATION IS THE FOUNDATIONAL FIRST STEP

Our flexible crisis planning approach starts from a single foundational model that can be quickly and strategically customized for your business. **That's the Alpha Way.**

#### Analyze



Research, identify and analyze issues. then assign threat levels to build the crisis plan foundation

#### Plan



Develop a plan for your response team with established teams, processes, scenarios and tools

#### Train



Facilitate a day-long session with simulation drills and monthly monitoring to ensure future success

## ALPHA'S 9-STEP CRISIS PREP IMPLEMENTATION TIMELINE



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

- Business disruptions
- Personnel misconduct
- Policy shifts or cultural changes
- CEO/Exec transitions
- Activist investors
- Regulatory investigations
- Product recalls & quality issues
- Brand strategy missteps
- Cybersecurity concerns
- Large customer losses
- Physical crises/accidents
- Government regulation changes
- Customer service issues
- Board-related issues or attacks

### About Alpha Advisory Group

Alpha Advisory Group, which includes its subsidiary Alpha IR Group (collectively "Alpha"), is a premier C-Suite advisory firm that brings deep sector expertise and senior-driven programs focused on clients' most critical stakeholders. 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, crises, and special situations counsel.

### Where to Find Us

The firm is headquartered in Chicago, with offices in New York, Boston and Dallas.