



What does change look like?

AEGIS 2017 **PHC**



Leadership in Crisis: *What you could face and how you prepare for it*

Rhoda H. Woo

Managing Director, Crisis Management Solutions

Deloitte & Touche LLP

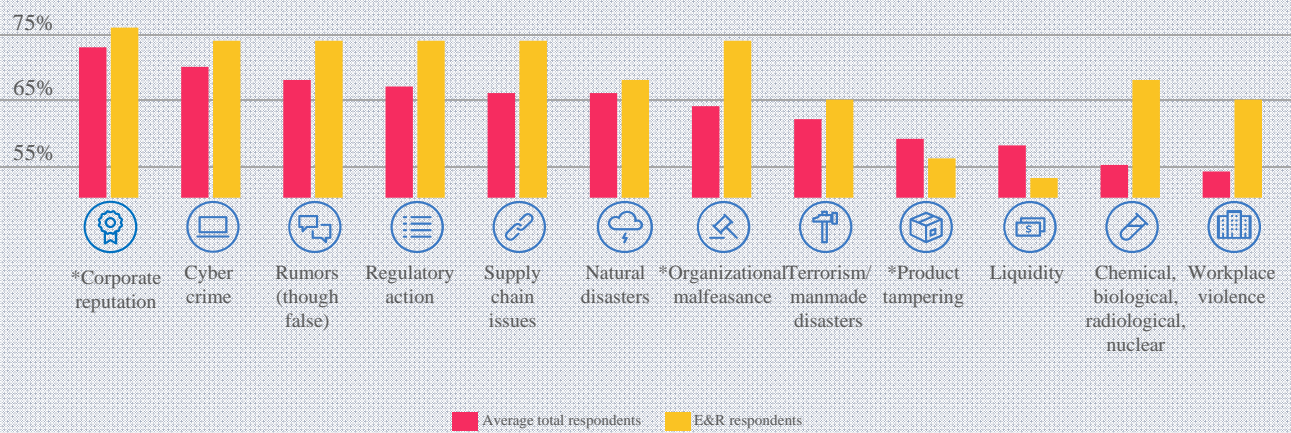
AEGIS 2017 **PHC**

Crisis in the news...What would you do?



AEGIS 2017 PHC

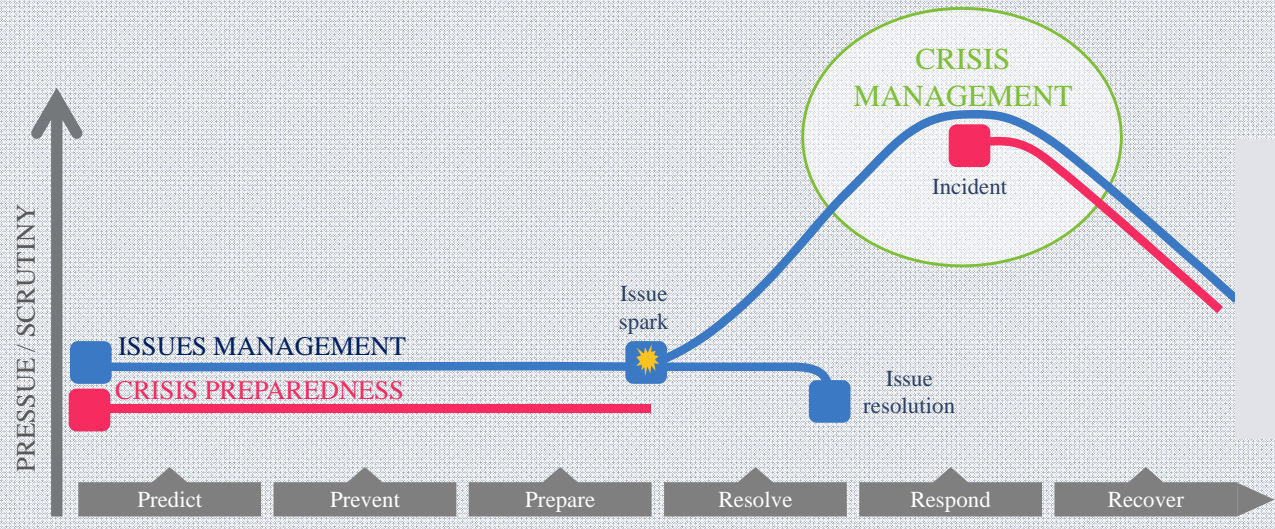
Ranking the threats



Excerpted from "A Crisis of Confidence." To assess the state of crisis readiness in large organizations, Forbes Insights, on behalf of Deloitte Touche Tohmatsu Limited, conducted a survey of more than 300 board members from companies representing every major industry and geographic region. The survey, conducted in the fourth quarter of 2015, targeted companies with annual revenues that ranged from US\$500 million to more than US\$20 billion (or the equivalent).

AEGIS 2017 PHC

Manage the smoldering issue before it turns to crisis



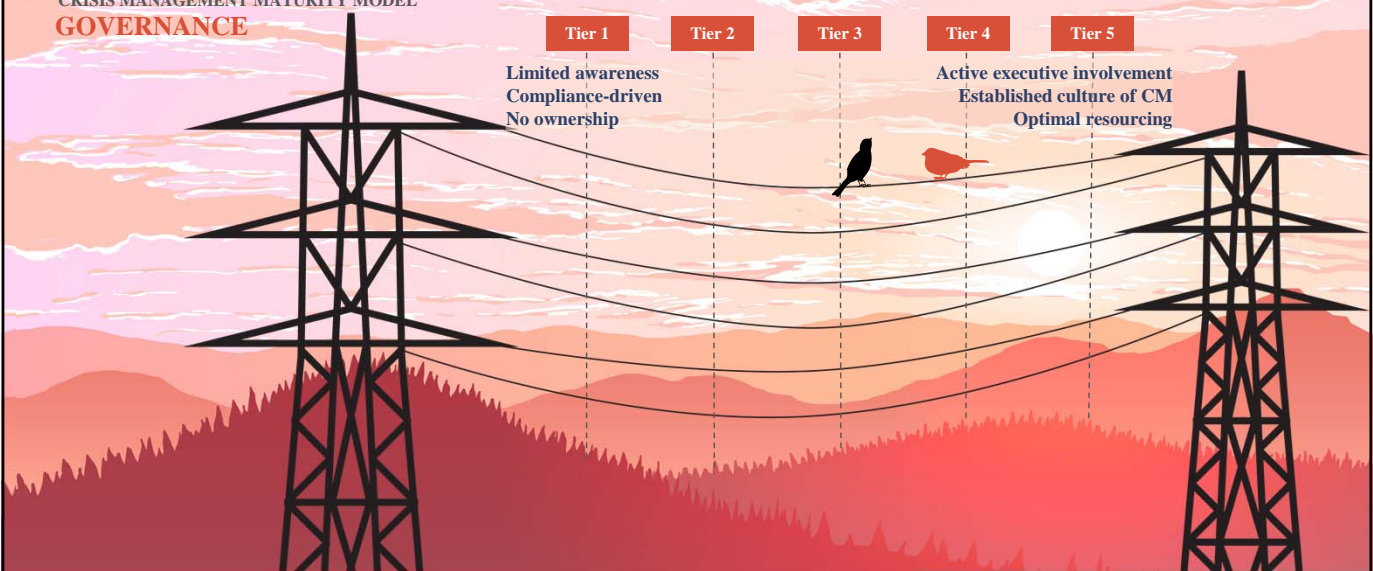
Griffin, Andrew. (2014). *Crisis, Issues, and Reputation Management*. Philadelphia, PA: Kogan Page Limited..

AEGIS 2017 PHC

How could you be better?

CRISIS MANAGEMENT MATURITY MODEL GOVERNANCE

■ Average ■ E&R



Excerpted from "A Crisis of Confidence." To assess the state of crisis readiness in large organizations, Forbes Insights, on behalf of Deloitte Touche Tohmatsu Limited, conducted a survey of more than 300 board members from companies representing every major industry and geographic region. The survey, conducted in the fourth quarter of 2015, targeted companies with annual revenues that ranged from US\$500 million to more than US\$20 billion (or the equivalent).

AEGIS 2017 PHC

