

WARNING TO CORPORATE SOUTH AFRICA - HAVE CRISIS PROCESSES IN PLACE

"The alleged assassination of Brett Kebble highlights the need for South African companies to ensure that they have crisis and contingency plans in place that deal with any eventuality," says Evan Bloom, MD of the Crisis Communications Consultancy, a company specialising in crisis management.

"For too long local companies have adopted an attitude of 'It can not happen to me' and this is a dangerous mind set to have," adds Bloom. "Today, good corporate governance dictates that companies must take the appropriate measures to deal with and manage any number of issues and incidences that could arise."

Bloom advises South African companies to initiate a detailed threat and vulnerability audit that will identify their weaknesses and what potential crises could confront them. "This plan ensures, as far as possible, that day to day business operations are not interrupted and business resumption and continuity strategies are implemented immediately."

Only once the vulnerability and threat audits have been carried out will the various scenarios the company could face become apparent. "The next step is to ensure a detailed crisis management plan is created. It must be easy to implement and must ensure consistent communication is maintained with the media, clients, company employees, shareholders and the wider community," concludes Bloom.

Companies and executives who fail to plan are planning to fail!

Further media information:

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