



Business Olympian Group

Creating High Performing Organisations, Systems, Teams & Individuals

Business Olympian brings to your business the secrets learnt by successful athletes – the knowledge that allows them to reach their full potential and achieve greatness.



Crisis and Situational Communications

Leadership, Innovation and Change Management

Business Continuity, Crisis and Emergency Management

Business and Crisis Simulations

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Crisis and Situational Communications

COMBINING THEORIES AND PRACTICES FROM OUR DIVERSE EXPERIENCES IN THE CORPORATE AND SPORTING WORLDS, WE STRIVE TO CREATE HIGH-PERFORMING ORGANISATIONS, SYSTEMS, TEAMS AND INDIVIDUALS.

When something goes wrong, it's essential to communicate to the wider world quickly, consistently and effectively. Situations that arise from inside your business, or even those that come from the outside that directly affect you, have the potential to harm your reputation. How you react can be the difference between emerging unscathed and having to undertake urgent remedial work.

Crisis & Situational Communications is about understanding that communicating during a critical event is not the same as operating when it's "business as usual". It's acknowledging that news about an event will go viral faster than you can control it.

So, what can you do to make sure you stay on the front foot?

The Business Olympian Group includes industry leaders in the communications field who work with you to establish a plan to deal with critical situations.

Crisis & Situational Communications Framework

Understand

- Understand your audiences

Prepare

- Prepare for the worst

Practice

- Practice across multiple modes of communications

The Business Olympian Group Crisis & Situational Communications Framework shows how easy it is to be ready to respond. We'll help you *understand* your audiences and how they would like you to

communicate with them. We'll show you how to *prepare* for the worst and successfully avert potential disaster and *practise* how to respond across multiple modes of communications and situations so you're ready when trouble strikes.

Communication is only one factor

Successful communications are only one part of managing a situation. Business Olympian Group works across all areas of situational management - emergencies, disasters, crises and business continuity. Our experts work with you to prepare your business across all aspects of the response, ensuring they fit together and work seamlessly.



Print, social, radio and TV

Today's fast-moving communications are not limited to one or even two modes – they span all platforms. Our team of experts includes a former newspaper editor, a radio presenter and host, as well as a TV producer. We can source specialists for other unique methods as needed to ensure you're fully prepared.