MHP Group

Crisis & Risk

We *predict*, *manage* and *mitigate reputational risk* in an increasingly activist and polarised environment

Protecting your licence to operate

Meet MHP Crisis & Risk

We are a team of specialists dedicated to helping clients prepare for and respond to reputational risks and crises.

Our approach is:

- Built for every stakeholder, internal and external
- Rooted in behavioural science and its importance in mitigating your crisis
- Adaptive to every channel to target the right audience at the right time
- Driven by impactful strategies and content
- Proven to minimise the impact of critical issues on your brand and reputation

Our crisis specialists have recently:

- Helped a leading airline navigate large-scale operational failure
- Strategically repositioned a water company's approach to sewage through engaging content
- Guided international businesses through cyber attacks
- Supported founders and leaders through high profile litigation
- Provided strategic council to some of the world's largest fintechs on customer activism and regulation
- Helped Government organisations navigate critical diversity and inclusion issues
- Guided logistics firms through death in service

We are entering the *Empathy Era*. Your next crisis will be about people, *not process*.

An effective response uses empathy to align with your audiences.

The Empathy Era is a profound shift in the expectations of your audiences

Our research shows people believe business elites are the least trusted group and only in it for themselves. This has increased negative sentiment and mistrust of your business and its values – feelings that are only heightened in a crisis.

One misunderstood tweet or poorly handled internal meeting can see a share price tumble and business leaders cancelled. Poor treatment of customers, corporate greed and executive remuneration in today's cost of living crisis can see huge scrutiny of your stated values and calls for boycotts.

Whether its your approach to customers service, gender politics or your work culture, a new approach is required that puts people first, and what's clear is that empathy with your audience is absolutely vital.

Navigating a crisis *in the Empathy Era*

In the Networked Age your audiences are more volatile, activist and tribal. The right response to a crisis will tap into your audiences' emotions, translate across their networks and focus on the impact on people.

Your holding statements and playbooks need to reflect the Empathy Era's demands and not look corporate and cold and you must prepare to create content quickly to mitigate the spread of your crisis and be the source of truth.

Empathy Era

1.

Spotting your Achilles heel is more critical - and more difficult

Your organisation is more transparent in the Networked Age. Stakeholders can leverage any channel to interrogate your business.

It is more important than ever to have a holistic view of your risks and invest in predicting where you may be vulnerable to criticism.

We supplement our reputational risk expertise with our tech stack and behavioural science specialists to anticipate and prepare you and your leadership for high-impact issues before they reach the public eye.

2.

Empathy trumps fact

Networks spread people stories, and emotive content can travel faster than facts.

You must understand the psychology of your audiences and engage them emotionally.

Our strategies, protocols and plans emphasise a 'people-first' approach.

We support your whole team, from leaders and founders to comms teams and customer-facing colleagues, to embed empathy across all your crisis and issues communications.

3.

Multi-channel mastery can break the cycle

Today's networks are complex and interactive, with groups mobilising quickly.

Your crisis response needs to be truly multi-stakeholder, executed with content across the right channels for your audience.

We develop multi-channel content and strategies that enable our clients to reach their stakeholders in a timely and impactful way, even in the eye of the storm.

We build *bespoke crisis preparedness programmes* and help clients navigate threats to their licence to operate

Our specialists counsel and prepares clients for a range of crisis scenarios, from regulator action to consumer activism and employee relations. We work closely alongside day-to-day account teams to apply a risk perspective to communications programmes and stakeholder engagement.

We also offer training programmes and coaching for anyone who may communicate with your audiences during a crisis, including your senior leadership, communications teams, customer service colleagues.

Our services include:

Crisis planning

MHP builds a bespoke communications toolkit to ensure your team has the processes and resources needed to effectively navigate a crisis.

Crisis testing

MHP takes your team through a realistic and escalating scenario to test your organisation's readiness to communicate during a crisis.

Reputational risk assessment

MHP advises your business on how to prepare for a specific risk or event that may impact your reputation negatively.

Crisis response

MHP helps you communicate with stakeholders during a crisis. This can include strategic counsel, monitoring and press office support depending on the issue.

Our clients rely on our *specialists* to deliver products and services that *make the difference* in a crisis

Our crisis team is ranked amongst the top ten in the UK by Chambers & Partners and regularly receives positive feedback from clients who return to use us again and again.

Our products are designed to train and prepare your business to respond swiftly and with confidence in a crisis. We can build you a tailored programme.

Our services include:

Crisis planning

- Response and alert process
- Critical risk response playbooks
- Response team structures

Crisis testing

- Scenario walk-through
- Crisis simulation

Reputational risk assessment

- Horizon scanning
- Reputational risk registers
- Issues and risk workshops

Crisis response

- Crisis media training
- Empathetic response coaching
- Customer service response
- Select committee training

Hannah Walsh
Director

Hannah is an experienced corporate advisor with a specialism in crisis, risk and reputation management. She has provided strategic corporate counsel to senior executives of some of the biggest global brands. An experienced trainer, Hannah has also developed and delivered crisis simulation and issues management training.

Antonia Green
Associate Director

Antonia is a crisis communications and reputational risk specialist, advising businesses ranging from start-ups to multinational corporations on managing critical threats to their reputations. Her focus is on building crisis communications capabilities and resources, and has extensive experience providing crisis response and review.

Michaela Gray
Associate Director

Michaela is a senior specialist in risk mitigation and issues management. She works with clients to provide strategic communications to every stakeholder audience in order to maintain control of the narrative in a crisis. Her experience includes leading effective multi-stakeholder and multi-channel campaigns. A former broadcast journalist, Michaela also delivers spokesperson coaching.

Keith Gladdis
Head of Strategic Media

Keith offers media insight, access and training to clients across the agency. A former journalist Keith spent more than 20 years working in the busiest and most competitive news rooms on Fleet Street, including the Daily Mail where he was executive news editor for more than four years. His clients at MHP include the British Business Bank, beIN Media, McKinsey and Syngenta Group.

Charlotte Grant
Associate Director

Charlotte is a former broadcast journalist with 15 years' experience at Sky News and ITN. As a reporter and presenter, she covered stories involving high profile companies, individuals and organisations in reputational crisis. She has developed and delivered media, issues management and message delivery training sessions for senior executives.

Simon Evans
Senior Director

Simon is an experienced corporate and financial communications adviser. A former journalist, he has extensive crisis communications experience with a focus on companies operating in the financial services and related sectors including investment banking, asset management, private equity and insurance.

Should you wish to learn more about Crisis & Risk or would like support, please contact **crisis@mhpgroup.com**