

# Are you prepared for the unexpected? Don't be caught off guard.

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We can help you  
protect your future.



A crisis may occur at any time and can impact your organisation in a number of ways. Despite many years of good work in building a strong and favourable image in the community, an organisation's reputation can be tarnished quickly if an issue is not managed effectively.

The public's perception of your organisation will be coloured by the way you handle the crisis and recover after the immediate emergency has passed.

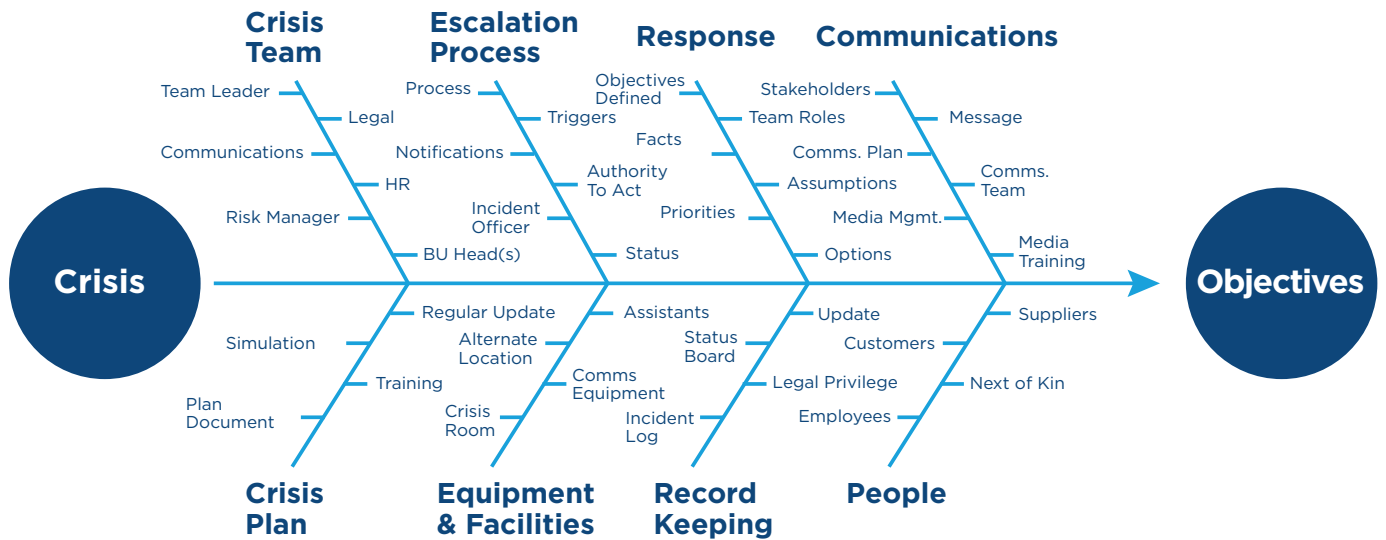
A sound crisis management plan is absolutely essential for managing your risks and running a successful organisation.

# Crisis Management Plans

Having a sound crisis management plan is fundamental to managing a crisis, but of equal importance is that those who are expected to implement the plan are practiced in it. Just as you would not expect a football, cricket or netball team to perform at its best if they did not understand the “rules of the game”, the team structure, their role in the team, or what to do when the ball comes to them - your team will only perform at its best when it has practiced the game plan.

Whitbread’s risk specialist, can help your organisation to succeed if a crisis occurs, ensuring you are well prepared to manage the event and to preserve the good reputation that your organisation has built.

## Crisis Management Elements



## Our Risk Specialist | Colin Knox

Colin Knox is a risk and insurance management advisor specialising in the design and delivery of embedded programs for the management of strategic and operational risks, and for optimising risk financing strategies, including insurance coverage.

With over 30 years’ experience and professional qualifications in both risk management and insurance, Colin has held senior risk and insurance management roles in some of Australia’s largest manufacturing, mining and insurance broking companies, working in Australia, Europe, Canada, South America, Asia and the United States of America.



## Contact Us

For assistance in ensuring you are adequately prepared to manage the unexpected, contact your Whitbread account manager or speak to our risk management specialist Colin Knox:

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