



Helping Smart Executives Communicate More Effectively

Highly intelligent professionals – executives, physicians, engineers, and others – are often smart, capable and accomplished people, but they aren't always the best communicators.

With more than thirty years of experience, Barbara Haig and Jeff Jackson help spokespeople plan for, practice and manage crisis communications to protect their organization's reputation and communicate key messages.

Crisis Communications Planning

As award-winning former journalists with years of coaching experience in many industries, we've been on both sides of a crisis. We're uniquely able to help organizations develop and implement crisis communications strategies based on their individual needs.

Our work includes:

- **Crisis Communications Plans** – Working with the client's communications leaders, we develop a workable plan to communicate with key audiences during a crisis. We also review existing plans to be sure they address site-specific issues.
- **Crisis Simulation Workshops** – Practice is essential to successful implementation of any crisis communication plan. Our realistic crisis scenario simulations connect operational crisis plans with communications strategy to help executives communicate effectively with all stakeholders under challenging circumstances. Workshops are planned closely with the client's communications leaders and can be tailored to any topic, group size or duration.
- **Crisis Management** – We are available around the clock for consultation during any crisis. Through immediate phone calls, we help determine strategy, develop messages, anticipate reporter questions and rehearse media interviews.
- **Individual Coaching** – Designed for a spokesperson who wants or needs assistance that is highly individualized, focused on a specific crisis, or more intensive than in our typical crisis workshop.

For additional details, please see reverse.

CRISIS COMMUNICATIONS



About Haig/Jackson

Since 1995, we've provided executive communication coaching and outsourced communication assistance to clients such as:

- ASQ (American Society for Quality)
 - Children's Hospital of Wisconsin
 - CliftonLarsonAllen
 - Froedtert Hospital
 - General Dynamics
 - Greater Milwaukee Foundation
 - Harley-Davidson
 - Johnson Controls
 - Kohler Company
 - Milwaukee Public Schools
 - Potawatomi Bingo Casino
 - Smithfield Foods
 - United Technologies Aerospace Systems
 - Wisconsin Division of Health
- ...and many others.

Our expertise is based on our extensive experience in three crucial areas: in the news media as award-winning reporters and producers, in corporate communications and media/public relations, and as successful executive communication coaches.

To learn more

Email info@haigjackson.com, call 866-221-6074, or visit www.haigjackson.com.



Crisis Workshop Details

Key Success Factors

Our work with clients and their crisis management teams – from CEOs and CPAs to physicians and plant managers – focuses on the three critical elements that can significantly influence the outcome of a crisis:

- How **clearly** the company or organization understands their internal and external audiences and objectives – and the risks they may need to address
- How **consistently** they prepare for a crisis, integrate with other departments and connect to other geographies
- How **confidently** they manage the crisis and its aftermath

Personalized Sessions

Each crisis workshop or plan is developed in conjunction with the client's communications leaders to address specific organizational concerns, audiences, situations and logistics. We integrate communications with existing security, emergency response, business continuity and compliance plans – all aimed at fostering consistency throughout the organization.

We can personalize content to include:

- Crisis Communications Risk Assessment
- Developing a Crisis Communications Plan

- Integrating Communications into Operational Crisis Plans
- Crisis Response Training
- Spokesperson Coaching
- Crisis Simulation Workshops
- Crisis Training at Multiple Locations

Crisis Coaching Examples

We have customized and successfully delivered these comprehensive, interactive and engaging workshops to clients across the country. Our crisis coaching has included:

- Training a global defense contractor's executive leaders to handle a crisis through a surprise simulation
- Preparing strategies and messaging for a large manufacturer's planned plant closing
- Developing a crisis communications plan for a multi-site healthcare provider
- Creating a communications game plan and training key leaders as a large organization announced bankruptcy
- Working with a large transportation company's chief executive and managers to prepare for a worst-case accident
- Helping a nonprofit organization manage financial wrongdoing from one of its board members.

What Our Clients Say:

“Enjoyed the ‘real-life’ simulation of the crisis management. Videotaping and following discussion was very informative as well.”

“Having a plan as to what steps take place and where to set up a command center makes it easier to focus on the crisis at hand rather than dealing with administrative details.”

“Practicing responses to the tougher questions that might be posed in such a crisis situation will certainly be beneficial if confronted with a similar situation in real life.”

“Thank you for the privilege of attending this training.”



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