

STRATIUM

# CRISIS SIMULATIONS

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Preparing for tomorrow's threats and  
opportunities

## *STRATIUM'S CRISIS SIMULATIONS*

Every organization has its own 'perfect storm' – that combination of incidents or circumstances with the potential to bring the business to its knees.

Amidst the chaos of crises, even seasoned business leaders may be a loss for the right response. How you lead, and the strategic actions that you take in response, can make the difference between survival and demise.

### **NAVIGATING THE NEFARIOUS THREAT LANDSCAPE**

Executives, investors, regulators and other stakeholders are keenly aware of the increasingly mercurial threat landscape - everything from weather related events to global cyber attacks.

As the world becomes more complex and interconnected, organizations are under great pressure to build the insight, culture, and resilience they need to evolve their crisis response preparedness.

Many are turning to crisis simulations to evaluate different aspects of their response plans, strategies, and processes against the backdrop of today's new threats, hazards, and challenges.

### **A HIGHLY EFFECTIVE – AND CRUCIALLY, PRACTICAL - TECHNIQUE**

Simulations have long been conducted by the military and armed forces to test capabilities, surface vulnerabilities, and improve their leaders' preparedness to take strategic actions during events that are not easily predicted.

STRATIUM has a proven track record of delivering simulations and exercises across the crisis continuum at board, executive and operational levels.

Our advisers bring knowledge of the nefarious threat landscape, direct experience of crises situations, and extensive expertise in designing highly realistic simulated scenarios to create innovative learning environments that help organization's mature their response readiness and crisis preparedness.

## OUR PORTFOLIO OF CRISIS SIMULATIONS

Well orchestrated simulations are designed around realistic threat scenarios, where moves and counter moves are played out to stress and challenge participants' response reflexes. The format and intensity of a simulation varies depending on it's purpose and objectives.

### WORKSHOP

Workshops focus discussion around specific threat scenarios to heighten situational awareness and support the development of crisis response strategies and plans. They can also be used to define crisis governance, develop a common language, and drive out false assumptions.



#### Get broadly educated

- ✓ Evaluate potential threat scenarios
- ✓ Enhance awareness of response plans and processes
- ✓ Establish clear lines of responsibility and accountability
- ✓ Devise a strategic plan of action
- ✓ Examine resilience capabilities and assumptions

### TABLETOP

Tabletop exercises simulate an environment that allows participants to practice functioning in the capacity they would were they responding to a real event. These simulations often focus on sharpening specific skills or testing specific response plans and processes.



#### Rehearse and assess

- ✓ Test response strategies and plans
- ✓ Identify gaps and weaknesses in preparedness
- ✓ Assess the effectiveness of communication and decision making protocols
- ✓ Develop response reflexes and build "muscle memory"

### WAR GAME

War games immerse participants in the pressure of a real and evolving crisis situation and often involve multiple layers of an organization. The simulation is played out real time, and is designed to stress an organization's ability to react to the event as it unfolds.



#### Evaluate plans

- ✓ Strengthen response plans, people, and process
- ✓ Bolster foresight and situational awareness
- ✓ Build confidence and demonstrate resiliency
- ✓ Challenge risk management strategies and capabilities
- ✓ Enable the launch of a coordinated crisis response

## OUR APPROACH

Simulations should stress and challenge the organization's response plans, strategies, and people. However, an ill-thought out scenario can damage confidence and demoralize staff. Our approach is grounded in meticulous preparation to ensure that, while the simulated scenario is realistic of a crisis situation, participants are not taken beyond breaking point. Instead they emerge from the experience feeling they've truly learned something and are better equipped to navigate through a critical business event.



### ALIGN SCOPE AND OBJECTIVES

Aligning the scope and objectives of the simulation is the first step. From here we can determine the complexity and sophistication of the simulated scenario and agree the level of participation across the organization.



### DESIGN CRISIS SCENARIOS

Following review of relevant plans, playbooks, and processes, we partner with "trusted agents" from various functional groups to design potential business crisis scenarios and identify the failure modes to test for.



### DEVELOP FACILITATION MATERIAL

Next we prepare the step-by-step facilitator script and create realistic injections of "news" and updated information to support the sequencing of the scenario, and simulate the experience of an unfolding crisis event.



### DELIVER AND EVALUATE

The simulation is delivered and can last anywhere from a few hours to a few days depending on the complexity of the scenarios. Learnings are captured and actionable steps identified to improve and mature the organization's response capabilities.

TIME REQUIRED TO PLAN AND EXECUTE  
6 to 12  
WEEKS



HONE RESPONSE  
REFLEXES AND BUILD  
MUSCLE MEMORY



SURFACE GAPS AND  
VULNERABILITIES IN  
PREPAREDNESS



STRENGTHEN RESPONSE  
PLANS, PEOPLE, AND  
PROCESSES

## HOW RESILIENT IS YOUR ORGANIZATION?

Simulations yield critical insights into a company's response capabilities, vulnerabilities, and preparedness. Armed with this information, you can effectively align your crisis management plans with strategic business goals and objectives, creating a stronger, more resilient, and future ready organization.

### SITUATIONAL AWARENESS

Do you know, and understand, the true nature of your organization's threat exposure? What early warning indicators or triggers should you be alert to to avert potential crisis situations before they emerge?

### PLANNING STRATEGIES

What strategies, plans, and processes do you have in place to minimize any adverse impact following a critical business event? Have they been tested and evaluated?

### LEADERSHIP

Do you have strong leadership to make strategic decisions and prioritize actions in the wake of a crisis? Is governance clearly defined? Could you communicate confidently, in real time, with limited information?

### EFFECTIVE PARTNERSHIPS

Do you have people outside your organisation you can rely on to support you in a crisis? Are arrangements to do this already in place?

### INTERNAL RESOURCES

Have you identified the right organizational talent to respond to an event? Can they be mobilized quickly to minimize the impact? Are they trained?

## BUILDING ENTERPRISE-WIDE RESILIENCE

We believe resilience extends beyond a company's ability to withstand and recover from crises events. A truly resilient organization has the foresight and situational awareness to avert potential threats before they emerge, and an ability to turn complex business challenges into sources of strategic opportunities.

To find out whether a Crisis Simulation is right for your organization, or to learn more about STRATIUM's Reputation Risk Management Solutions, please contact:

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## About STRATIUM

We are a specialized risk advisory firm built to help clients navigate today's complex operating environment and turn their most critical business challenges into sources of strategic opportunity. Our focus is on emerging strategic risks that pose serious threats to an organization's bottom line, growth prospects and market standing. In an increasingly complex and interconnected operating environment, we partner with clients before, during, and after crises events to help them preserve the equity of their organization's brand. For more information about our organization and solutions, please visit [stratium.com](https://stratium.com)

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