


The background of the slide features a complex, three-dimensional molecular structure composed of blue spheres (atoms) connected by rods (bonds). The structure is rendered with a blue-to-white gradient, creating a sense of depth and scientific precision. A diagonal white band runs from the top right towards the bottom left, separating the darker blue molecular structure on the left from the lighter blue background on the right.

Burak Karapınar
CEO

The logo for invenura consists of a stylized blue icon above the company name. The icon is composed of three interconnected, rounded shapes that suggest a molecular or network structure. The company name 'invenura' is written in a bold, lowercase, sans-serif font in a dark blue color.

invenura



There cannot be
a crisis next week.
My schedule is
already full.

Henry A. Kissinger

In Greek
Crisis = Decision

In Chinese
Crisis = Danger + Opportunity



Invenura exists
to manage crisis
*from farm
to fork.*



Plans are
nothing.
*Planning is
everything.*

Eisenhower



What is a Crisis Management Plan?

- *Risk Management Plan – Prevention*
- *Crisis Management Plan – Cure*
- *Disaster Recovery Plan – Mop-up*

Seven steps to success in crisis management



Predict

Prevent

Rehearse

Evaluate

Position

Plan

Persevere

The success looks like

01 PROTECTION
of your employees,
customers,
the general public,
third parties

02 REDUCTION
in terms of your
potential for litigation

03 RETENTION
of the support from
your key stakeholders &
customers

04 PROTECTION
of your corporate
reputation and brands

05 CONTINUATION
of a commercially viable
business

06 PROTECTION
of your market share,
sales and customer loyalty

07 COMPLIANCE
with all the relevant
government and legal
requirements



Everybody's got a plan
until they got punched in
the mouth.

Mike Tyson



