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CRISES VS CHANCES: COUNTRY, COMPANY, PERSONAL REPUTATION

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1876 1896

we had to handle number of crisis

did we turn them into chances?

140 120

We need a definition for corporates; a significant «threat» to operations or reputations that can have negative consequences if not handled properly

the «threat» is the potential damage a crisis can inflict on an

- organization,
- its stakeholders,
- an industry

A crisis can create three related «threats»

- public safety,
- financial loss,
- reputation loss

Crisis management can be divided into three phases:

- before-crisis,
- during crisis,
- after-crisis.

How we do it @ Ericsson Turkey

1. before crisis occure

- we monitor the known risks that could lead to crisis
- we prepare crisis management plan
- there is a «crisis management task force» that we train regularly
- we prepare pre crisis messages
- our crisis management plan is included in our yearly communication plan

2. during crisis

- CMTF target is to respond quickly with accurate info;
 - respons : what we do and what we say when the crisis hits
- use of communications channels; web, intranet, social media, mass notification through text messages etc
- prepared to utilize media channels for responding to your crisis

3. after crisis

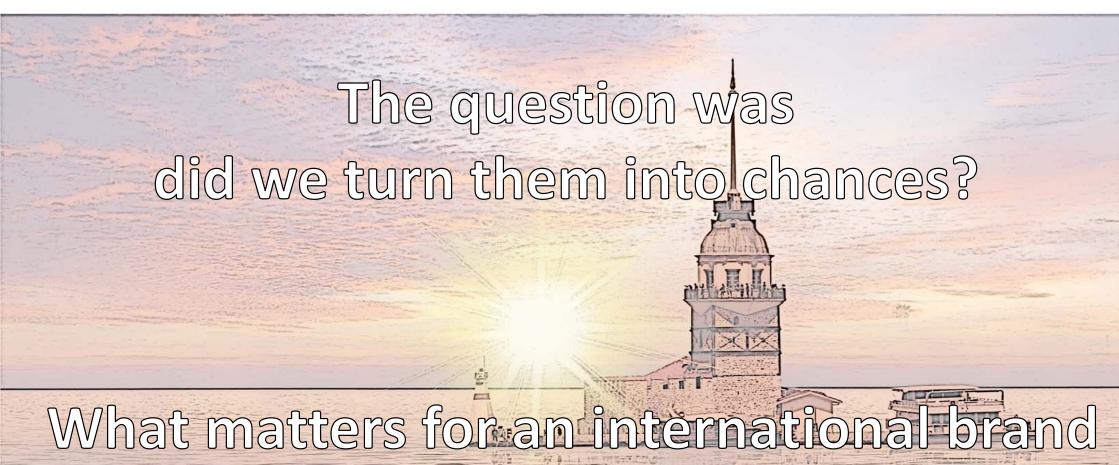
- the organization is returning to business as usual, there is important follow-up communication that is required
- deliver all information promised to stakeholders as soon as that information is known
- a crisis should be a learning experience. The crisis management effort needs to be evaluated to see what is working and what needs improvement.

An example ;July 15th, coup attempt

- Everyone goes home on July 15th to prepare for a nice weekend
- Around 10:00 pm there is a peculiar movement on the streets and around the country
- Hell breaks around 11:00 pm

From 11:00 pm until 04:00 am

- CMTF convenes virtually opens comm channels
- One spokesperson for the country appointed.
- First message sent within the first hour to all employees to inform them and keep them calm
- LMs' informed to check their lines to make sure they are OK and report back
- All social media channels updated regularly to keep every one up to date
- All customer networks given support round the clock
- 105 expats travelling to Turkey identified and relocated to safe places.
- By 02:00 am LMs' reported back every employee is safe and sound.
- CMTF monitored the situation for 2 weeks and regularly updated all communication cahannels
- Ericsson in media reiterated her trust in TC and would continue its investments in the country



What matters for an international branchist the trust in the country it operates

