

MR. CRISIS

3-4 NOVEMBER 2016

WHAT HAPPENS? WHAT CAN WE DO? WHO IS IN CHARGE?

OLD FASHION	CRISIS CRITERIA	NEW TYPE
HOURS LOCAL	TIME COVERAGE	SECONDS GLOBAL
WIDE, BUT FORESEEABLE CIRCLE	STAKEHOLDERS	NOT LIMITED
FIRST PERSON / MANAGERS	INFLUENCERS	NOT LIMITED
REGLAMENTS	ISSUE MANAGEMENT	CREATIVITY & TALENT

TIME

OLD FASHION HOURS

NEW TYPE SECONDS

COVERAGE

OLD FASHION LOCAL

NEW TYPE
GLOBAL

STAKEHOLDERS

OLD FASHION

WIDE, YET FORESEEABLE CIRCLE **NEW TYPE**

NOT LIMITED

INFLUENCERS

OLD FASHION
FIRST PERSON /
MANAGERS

NEW TYPE
NOT LIMITED

ISSUE MANAGEMENT

OLD FASHION REGLAMENTS

NEW TYPE
CREATIVITY
& TALENT

TWO MAIN TYPES OF CRISIS

WITH DEATH / WITHOUT DEATH



NOT WAR AS A RULE. "NOT A ZERO SUM" GAME.

STOP WAR and MAKE COMMUNICATIONS

CRISIS AS AN OPPORTUNITY



CRISIS AS A CHANCE

- AWARENESS
- CHANGES
- MORE TRUSTED MEDIA RELATIONS
- DEVELOPMENT OF THE COMMUNICATION SKILLS OF LEADERS
- NEW STAKEHOLDERS
- DETECTION OF LUCK IN MANAGEMENT
- INVESTMENTS IN REPUTATIONAL ASSETS

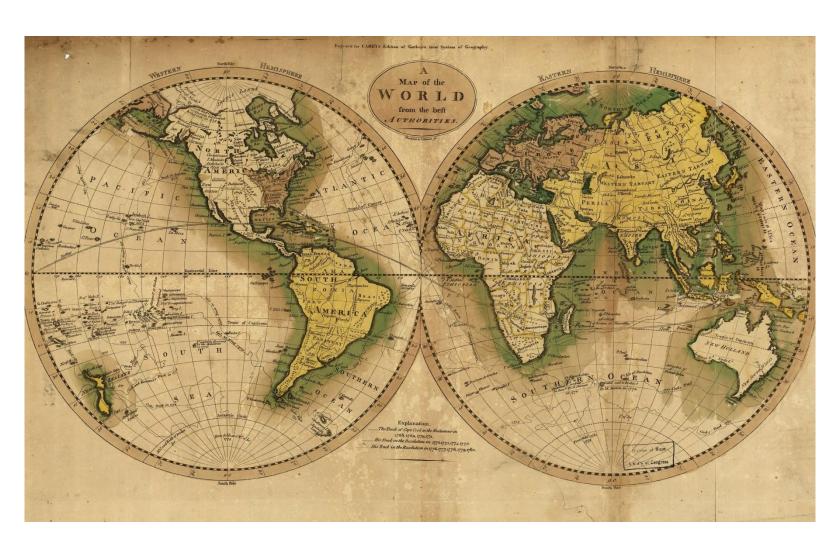
THREE MAIN APPROACHES TO ISSUE MANAGEMENT

- TIME
- SPACE
- ATTITUDE

RESOLUTION OF THE CRISIS IN TIME



RESOLUTION OF THE CRISIS IN SPACE



RESOLUTION OF THE CRISIS IN ATTITUDE

ATTITUDE

WHO IS IN CHARGE?



THANK YOU!



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