

According to Hubspot, **74% of companies who faced a major crisis from 2014-2019 sought outside help either during or after their most serious issue.** In a crisis, it's important you remain composed — and having a well-constructed crisis management strategy makes that considerably easier, which is why it's best to develop a crisis management plan *before* a crisis hits your business.

If your company already finds itself in crisis, a comprehensive reactive plan that targets any imminent threats is critical. In today's social media-saturated world, the mere mention of a crisis can severely damage a company's reputation and destroy value.

Fortaris Capital Advisors is prepared to develop and implement a tailored crisis management plan which can dramatically reduce the impact of an immediate crisis and mitigate future risk. Our immediate and proactive solutions not only address your most pressing issues, but also prepares your organization and its infrastructure to avoid potential risks to business continuity.

Fortaris Capital Advisors' crisis management approach addresses three objectives:

- 1. Identification:** Through years of risk management experience, Fortaris identifies vulnerabilities in all areas of operations, including asset protection, employee and executive security, and cyber security. The objective is to understand all existing and potential threats and exert control over them before they control your company.
- 2. Prevention:** Our plans are designed to fit your organizational needs. Our team develops solutions that provide stability and confidence within core operations. From protecting assets, employees, data systems, and critical infrastructure, Fortaris designs tailored comprehensive solutions for potential risks lurking in today's volatile business environment.
- 3. Recovery:** When a crisis occurs, immediate action is critical. Fortaris steps in to quickly secure operations from sustaining further damage and assist in restoring operations. We provide you with the tools to prevent similar breaches and implement protections to prevent future crises.

Managing a crisis can be a long and complicated journey that requires an ongoing process of evaluating, planning, adjusting, and acting. Unlike day-to-day decision-making, leaders navigating a crisis must constantly re-evaluate current status while directing future actions and strategies to avoid future crises. As organizations are forced to reexamine and reevaluate their business security and crisis management protocols, it is imperative for leaders to fully understand the existing and potential risks and the full range of possible outcomes. Call us today to arrange a consultation.