

LIVE WEBINAR: REPUTATIONAL MANAGEMENT, DECISION MAKING AND CRISIS COMMUNICATIONS

THU 23RD APRIL 2026, 11AM – 11.45AM GMT

Learn how to:

- Protect your organisation's reputation
- Improve fast, confident decision-making
- Apply practical crisis communication tips
- Avoid common missteps that escalate incidents

Join **Biscon Planning** and Guest Speaker, **Mick Ord**, for a Live Webinar with expert presentations, panel discussion, scenario-based insights and live Q&A session.



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STRENGTHENING
ORGANISATIONAL RESILIENCE

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Introductions



Martin Cleworth

30 years policing experience retired as Chief Superintendent.
Commanded high-risk operations and events.
Lead for major/critical incident planning.
Over 20 years in Crisis Negotiating.
Last 4 years delivering Resilience and Crisis Management Training. Consultant for Biscon Planning Limited

Mick Ord

Over 30 years experience in journalism.
Ex Managing Editor of BBC Radio Merseyside.
Covered major disasters including Heysel and Hillsborough.
Runs media consultancy business specialising in crisis communications.

Creeping, Slow-Burn and Sudden Crises

Crisis types and themes

Common Themes:

Denial & hiding behind legal advice.

There's a need for early identification and grip.

Response needs to be **VALUES** driven with real **EMPATHY**.

Importance of procedures – H&S, checks, complaints etc.

Recognition of emerging issues – join the dots.

Growth of cyber and role of social media.

Public expectations, media, interest groups and perception drives the agenda.



Cloudflare outage takes down X and ChatGPT



JLR shutdown extended again as ministers meet suppliers





Critical Incidents

*'any incident where the **effectiveness of the response** is likely to have a significant impact on the confidence of the victim, their family...*

Focus all about the response - this is where you'll be judged.

Apply this to your organisation as escalation trigger

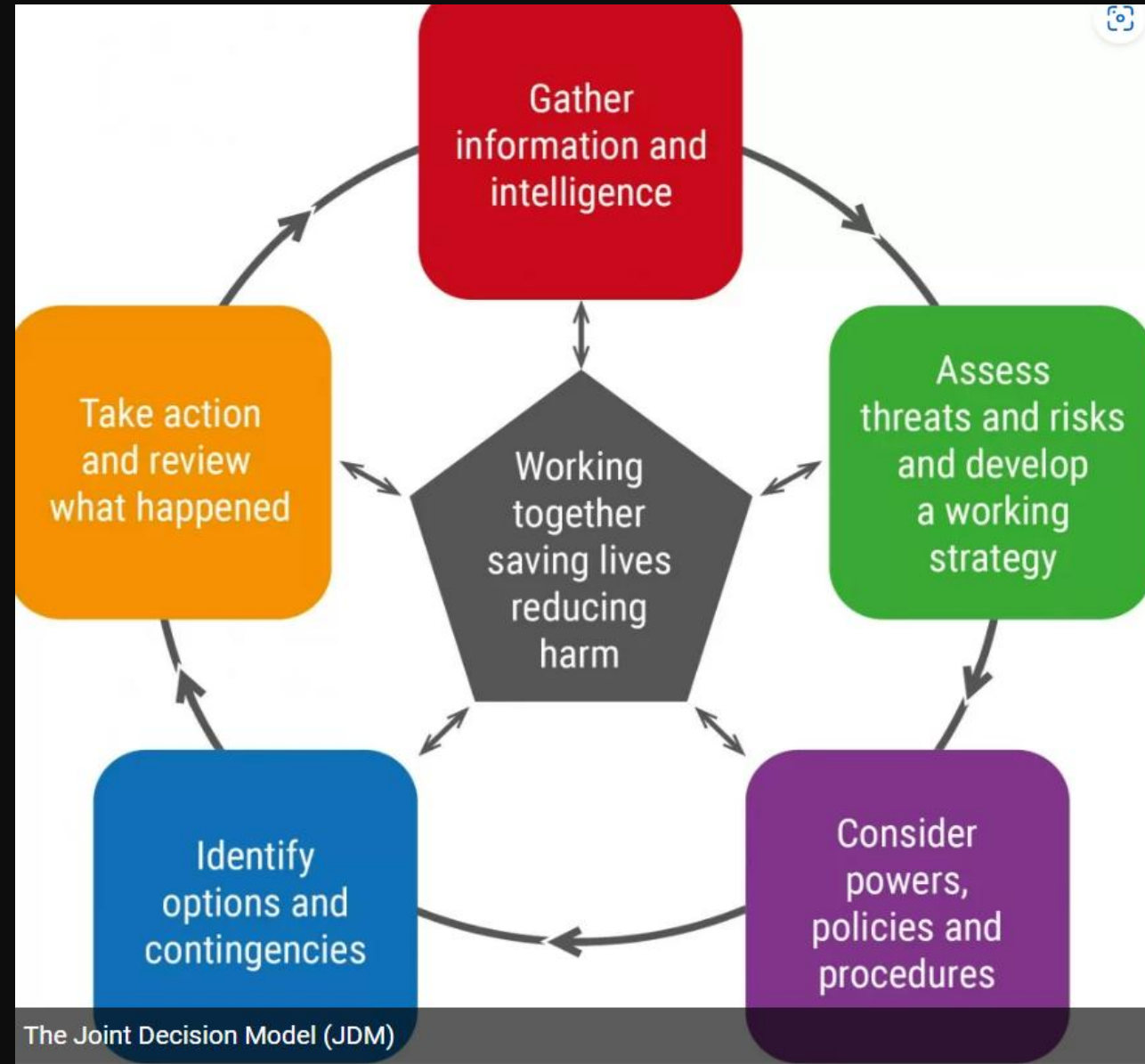
Decision Making

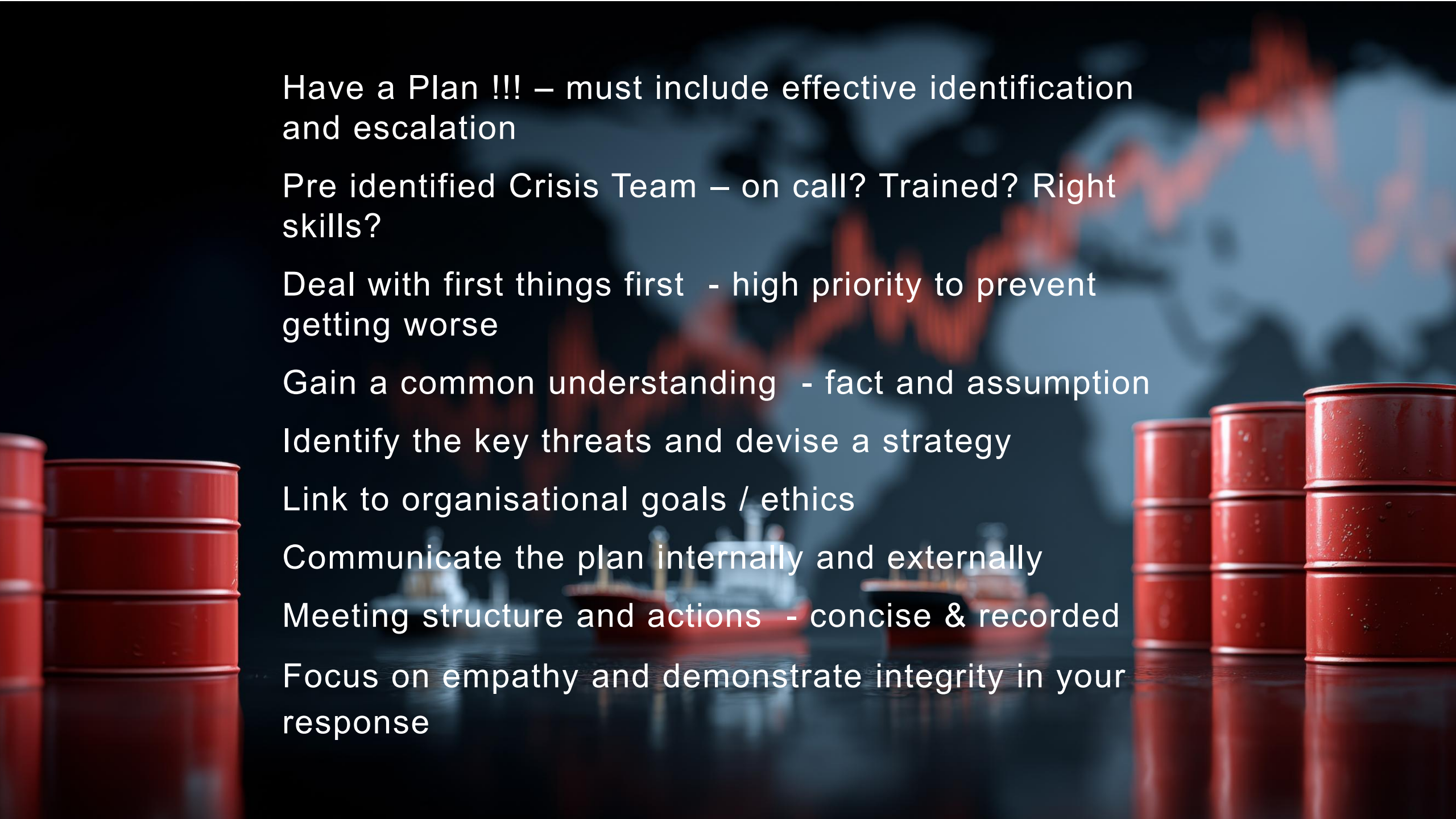
All Emergency Services are trained in the Joint Decision-Making Model.

Ensures consistency of approach and joint understanding of risk.

Think of where your company values may fit into this?

Provides structure and consistency.





Have a Plan !!! – must include effective identification and escalation

Pre identified Crisis Team – on call? Trained? Right skills?

Deal with first things first - high priority to prevent getting worse

Gain a common understanding - fact and assumption

Identify the key threats and devise a strategy

Link to organisational goals / ethics

Communicate the plan internally and externally

Meeting structure and actions - concise & recorded

Focus on empathy and demonstrate integrity in your response

Objectives - Crisis Communications

- To stress the importance of preparation whoever is interviewing you
- To make you feel more confident with the media
- To help you better represent your organisation when you're under the spotlight
- Tips and techniques for when you're under pressure
- How to hone your key messages



Things to Remember

Pity, Praise and Promise

- creates empathy

- shows authenticity

- promises action



Your key messages – The Rule of Three



Understanding audiences in a digital world



**“NEWS IS WHAT
SOMEBODY,
SOMEWHERE,
WANTS TO
SUPPRESS.**

**ALL THE REST IS
ADVERTISING.”**

Lord Northcliffe

What all (well, most) journalists want

BREAKING NEWS

Your story explained in a clear, concise way

Facts, figures and photos – but not too many!

Awareness of market

Authenticity not spin

Honesty – don't pretend you're knowledgeable about a particular topic if you're not

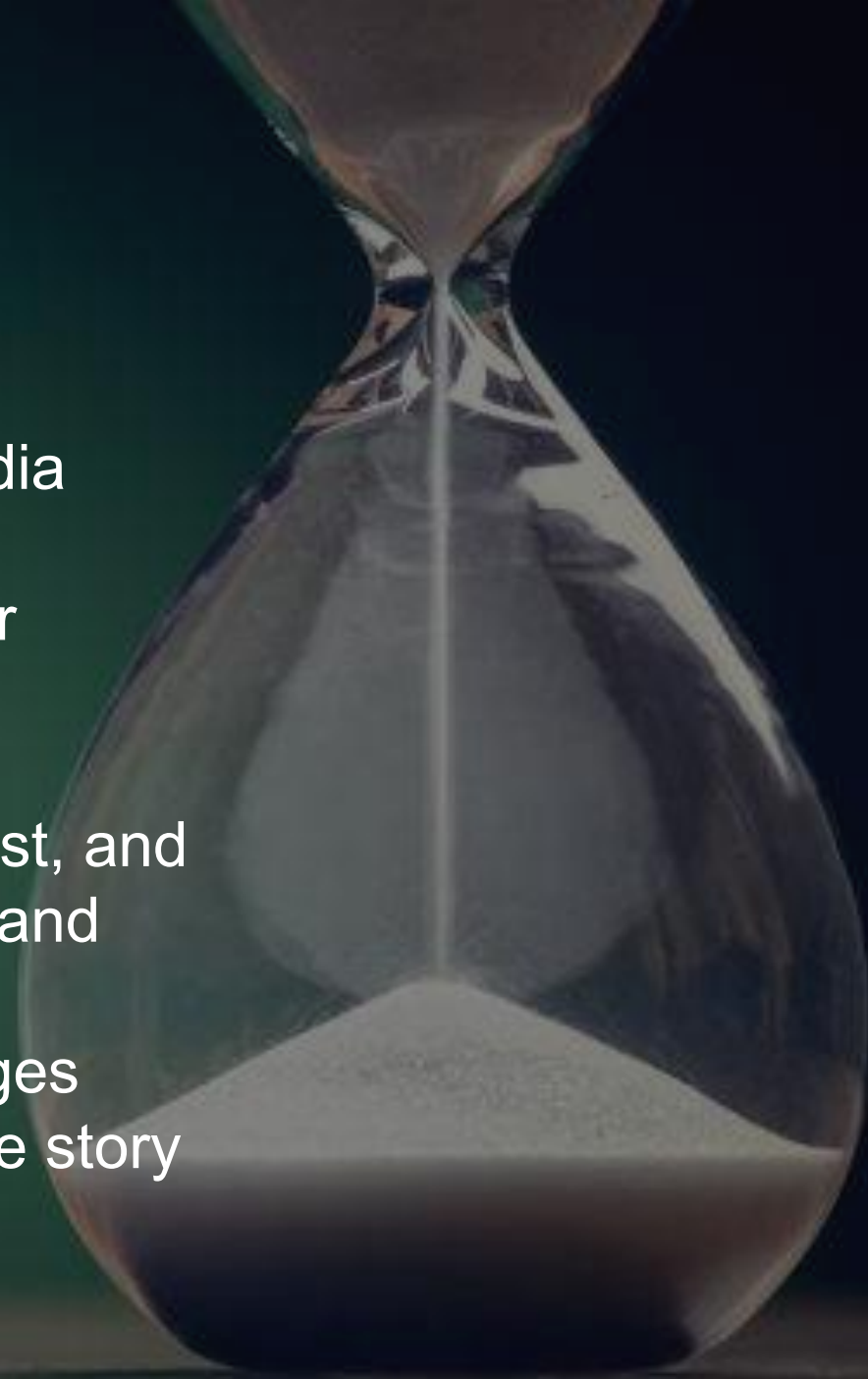
Do not fear the press, they can help!

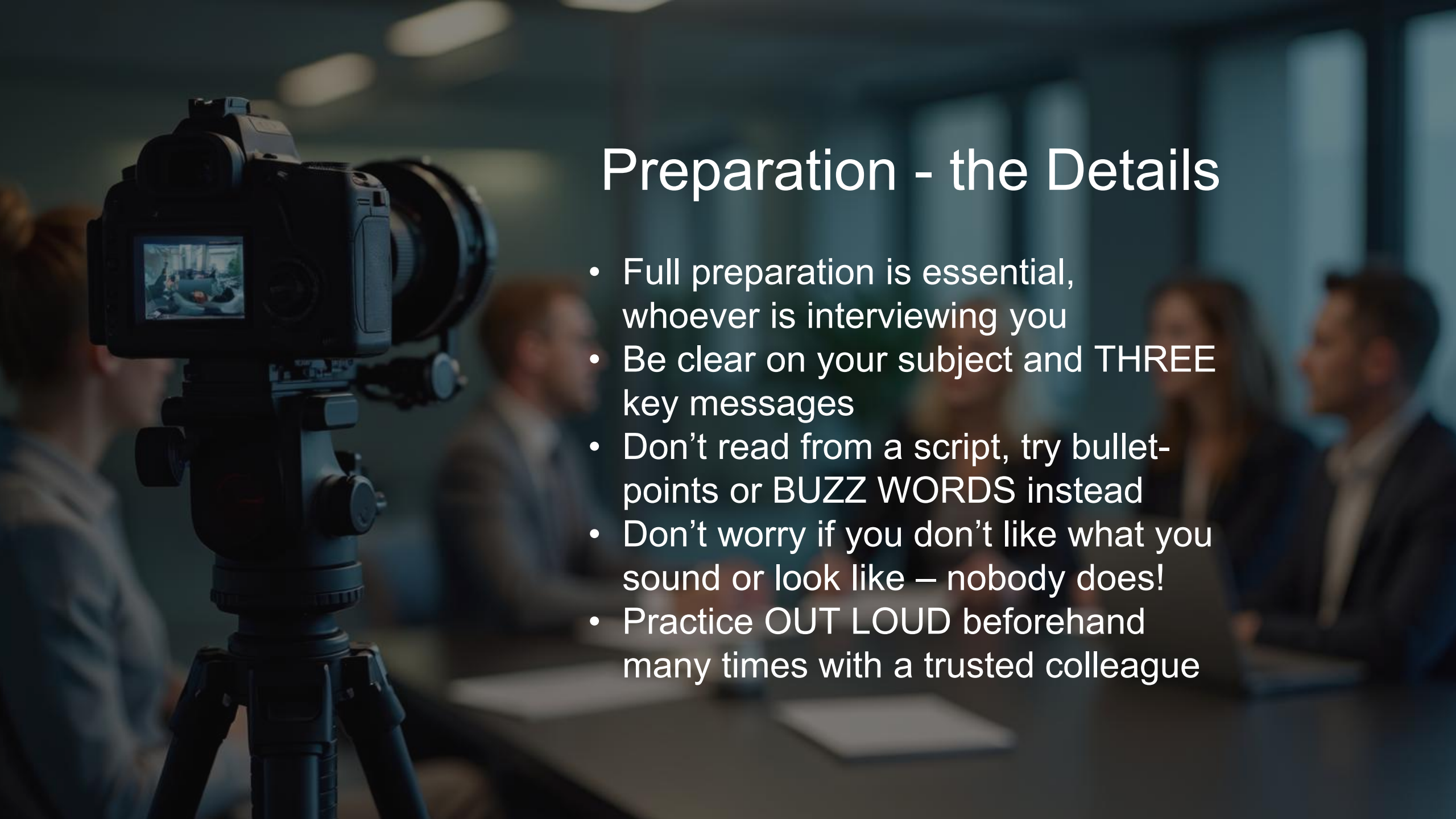


REACTING TO THE PRESS

Media Deadlines

- In a 24-hour news and social media world, speed matters.
- The GOLDEN HOUR is critical for effective communications.
- Local newspapers work to early deadlines, radio peaks at breakfast, and TV audiences spike at lunchtime and drive time.
- Saying “no comment” only damages credibility and hands control of the story to others.



A professional video camera on a tripod is positioned in the foreground, slightly to the left. The camera's LCD screen is visible, showing a scene of people in a meeting. The background is a blurred office environment with several people sitting around a table, engaged in a meeting. The lighting is soft and professional, typical of an indoor office setting.

Preparation - the Details

- Full preparation is essential, whoever is interviewing you
- Be clear on your subject and **THREE** key messages
- Don't read from a script, try bullet-points or **BUZZ WORDS** instead
- Don't worry if you don't like what you sound or look like – nobody does!
- Practice **OUT LOUD** beforehand many times with a trusted colleague

The Importance Of Clips

**Fewer people
watch live
news**

**They rely on
social media
for their news**

**This trend
will increase
over time**



Remember
you are an
ambassador
for your
company



Protecting
the integrity
of yourself
and your
brand is
paramount



It takes many
years to build
a brand and
a few
seconds to
destroy it



Questions & Feedback

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