Crisis Management

A.R.C.™
The FleishmanHillard Approach to Crisis Management

Every crisis situation has a specific arc, as does the resulting news coverage and social media conversations. FleishmanHillard's crisis counselors around the world understand this paradigm and use that knowledge to guide clients every day, whether it's helping clients prepare for the worst-case scenario or responding to a crisis.

FleishmanHillard's proprietary crisis management approach – the A.R.C.™ (Assess, Resolve, Control) methodology – provides counselors a series of proven tools to aid clients in managing their reputations during crisis situations. Through our industry-leading training program, developed with the input of crisis management veterans and educators, FleishmanHillard certifies each member of its global team of senior crisis counselors to use the A.R.C.™ methodology.

Assess

We discover the facts, define the contextual circumstances, classify the gravity of the situation and define the operational measures needed immediately.

- Classify the problem
- Mobilize the right team
- Establish working processes
- Plan against risk scenarios
- Prioritize stakeholders and channels
- Launch comprehensive monitoring

Tools employed:
All-Q, OPS, SAM, FH2020

Resolve

We identify the appropriate strategy and engage all stakeholders transparently along the entire journey to minimize the blame game.

- Design short- and long-term strategy
- Develop key messages and monitor chatter
- Identify and train spokespeople
- Issue public statement

Tools employed:
GLS, SMT, IPS, FH2020

Control

We drive constant communication with all stakeholders, listening and responding to all issues and concerns. We work in real time and across all traditional and social media channels.

- Integrate outreach through PESO channels: paid, earned, shared and owned
- Monitor and modify messaging
- Update playbooks
- Evaluate response and recovery communications

Tools employed:
PESO, FH2020

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THE A.R.C. TOOLKIT

Along the A.R.C.™, we have a comprehensive collection of resources and tools – all of which have been developed based on extensive real-world crisis management situations.

Assess

All-Q This is a **comprehensive collection of questions** used to thoroughly assess a situation. It covers general questions, the scope of the company's awareness, the nature of the event, the company's role/obligations, and external and internal considerations.

OPS The **Operations Center** includes both the on-site and online environments, which are set up to ensure the right parties have the necessary access to the right information in real-time.

SAM The **Stakeholder Assessment Matrix** helps provide a clear look at the audiences affected and the topics that matter the most to them. SAM also helps prioritize communications when time is at a premium.

Resolve

GLS Our **Guiding Light Strategy** allows the company to shape its response strategy to enable the positioning it seeks at the conclusion of the crisis.

SMT **Stakeholder Message Training** helps identify the most appropriate spokesperson (as the CEO is not always the right speaker) and then forms the basis for that person's messages, tone and strategy.

IPS The **Initial Public Statement** details the crucial elements when first addressing the media within the first few hours after an event.

Control

PESO Our **paid, earned, shared and owned** (PESO) outreach covers the exposure, engagement, influence and action for the four types of media.

FH2020 Our **FH2020 platform** is ideal for monitoring crisis situations, providing a comprehensive, 360-degree solution that delivers real time monitoring, analytical dashboards and rapid response alerts receivable on any mobile device.

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